

A M A N D A S C H O E P P

(née Keefe)

DOGTOWN | ST. LOUIS, MISSOURI
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[LINKEDIN](#) | [PORTFOLIO](#)



ABOUT ME

- Award-winning writer and editor with 12-plus years of expertise
- Expert in copy editing/proofreading at agencies, other marketing environments, and newsrooms
- Expert in copywriting, including SEO keyword optimization
- Thorough knowledge of AP style, grammar, and general syntax rules
- Experience in establishing in-house marketing style guides for tone and brand
- Strong understanding of several industries and markets, ranging anywhere from education to real estate to healthcare to data privacy
- Skilled in brand strategy, content marketing, campaign development, and general publication production
- Highly experienced in fast-paced, deadline-oriented settings
- Previous background in journalism, as well as managing communications, print, and social media strategies

COMMUNITY

COVID vaccine center volunteer

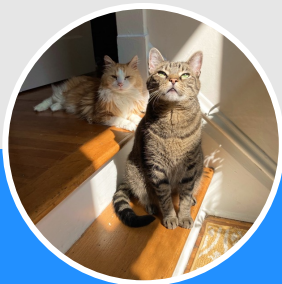
2021, St. Louis

Missouri election judge

2020 Presidential Election

Literacy tutor

2016–2018, Normandy School District



FUN FACT

I work hard so my boys — Jerry Lee and Charlie — can lead a rich life of endless catnip, all-they-can-eat wet food, and devastatingly long cat naps.

WORK EXPERIENCE

NOW
2023

DIGITAL CONTENT EDITOR HYATT HOTELS CORPORATION

REMOTE/ST. LOUIS

- Edit copy for Hyatt's ongoing brand migration across its many hotels and their respective websites
- Apply Hyatt's in-house style and AP style to all edits

2023
2020

LEAD COPYWRITER & EDITOR COLIBRI GROUP

REMOTE/ST. LOUIS

- Wrote compelling copy for Colibri's in-house and acquired education brands
- Produced copy for campaigns/collateral across multiple channels, including: email, web copy, paid ads, direct mail, podcast ad scripts, and more
- Edited copy for grammar, syntax, context, AP Style, and SEO optimization
- Collaborated with marketing managers, designers, and brand ambassadors to produce fresh, relevant copy
- Established best practices for copy and in-house style for Colibri Group's family of brands

2020
2015

EDITOR INTERO DIGITAL CONTENT & PR DIVISION

ST. LOUIS, MO

- (*formerly Influence & Co., a content marketing agency*)
- Edited and created content that fueled companies' content marketing efforts, positioning them as influencers in their industries
- Prepared, edited, and distributed articles targeted at hundreds of publications on behalf of our clients
- Ghostwrote articles for clients and the company's former CEO
- Edited copy for grammar, in-house style, AP Style, and SEO

2023
2014

FREELANCER: COPYWRITING, EDITING, REPORTING

- Copy editor, Hapacity Marketing (2023)
- Ghostwriter and copy editor, Osano (2022–2023)
- Copywriter, Talkable (2021)
- Copywriter, Timmermann Group (2019)
- Reporter, Alton Telegraph (2014–2015)
- Reporter, News Magazine Network (2014)

2015
2014

PRINT & SOCIAL MEDIA COORDINATOR BETA GAMMA SIGMA

ST. LOUIS, MO

- Produced written content for monthly exchange, bi-annual magazine, the company blog, and more
- Maintained all social media platforms, aggregated content for those platforms, and engaged a following of thousands
- Edited content for print and web publications using in-house + AP Style

2014
2012

REPORTER REPUBLIC-MONITOR

PERRYVILLE, MO

- Reported and photographed local news and feature pieces semi-weekly
- Copy edited the newspaper, front to back, prior to publication
- Managed the newspaper's website and social media platforms

EDUCATION

Bachelor of Arts in Journalism | Webster University | St. Louis, MO

S k i l l s B r e a k d o w n

Quick facts

Hard skills

- Copy editing and proofreading: expert-level knowledge of AP Style
- Copywriting: short-form copy (email, UX web copy, social and print ads, direct mail pieces, etc.)
- Blog copywriting, especially for SEO keyword optimization
- Emphasis in B2B and B2C messaging
- **Industries I've written or edited for:** hospitality, hotels, real estate, appraisal, teacher education, healthcare, data privacy, referral marketing, content marketing, AI and AR, fintech, auto, wellness
- Interviewing and writing for thought leaders / subject-matter experts

Soft skills

- Brand realization + in-house style guide creation
- Copywriting for social media (Facebook, LinkedIn, Instagram)
- Original background in journalism/reporting/newspaper design

Program proficiencies

- Microsoft Office / 365 (Word, Excel, PowerPoint, etc.)
- Microsoft Outlook and/or Gmail
- Google Suite (Docs, Sheets, etc.)
- SharePoint and OneDrive (also Microsoft-related)
- Messaging systems: Slack, Teams, Skype, etc.
- CMS systems like Jira and ClickUp
- Zoom
- Adobe Acrobat
- HubSpot (email creation, specifically)
- Adobe InDesign, Illustrator, and Photoshop (soft skill)
- Canva