

PAMELA HUNT

SENIOR CONTENT SPECIALIST

DETAILS

ADDRESS

La Mesa
United States

PHONE

8083040027

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pamelahunt11@icloud.com

LINKS

[Online Portfolio](#)

[LinkedIn](#)

SKILLS

Annual Reports

AP, Chicago, MLA Styles

Blog Posts

Creative Writing

Drupal, MailChimp,
Wordpress

Email Marketing

Marketing Collateral

Microsoft Office

Newsletters

Press Releases

Social Media Management

Technical Writing

Video Scripts

Web Copy

PROFILE

Detail-oriented content specialist with over 20 years of experience across a variety of industries, including life sciences and healthcare, biotech, sports, higher education, and events. I take pride in storytelling, whether in the form of a concise email or a 1500-word editorial, white paper, or blog post. I consistently stay ahead of deadlines for brainstorming, researching, writing, editing, proofreading, and publishing content on multiple platforms.

EMPLOYMENT HISTORY

Senior Content Specialist, Covalent Creative

San Diego, CA

Nov 2021

- Work with leadership to create op-eds, blogs, long-form articles and marketing collateral that delivers measurable sales leads for our clients and fosters brand loyalty.
- Develop strategic messaging, quotes, and content for the executive leadership team. This year, I completed an application for CEO Matt Geller for the MM+M Top 40 Under 40 category, which he was awarded with 39 other young healthcare leaders.
- Write in-depth, long-form technical articles based on extensive scientific research, as well as marketing copy for emails and social media posts that resonates with a target audience of young eye care professionals.
- Align key messages across departments and create communications that advance our agency's sales and MQL goals.
- Develop strategic content that achieves our clients' objectives and routinely leads to new business.
- Collaborate with marketing and social media teams to achieve a greater level of community around our brand.
- Create and contribute to internal marketing teams to collaboratively develop fresh communication strategies, plans, and story arcs that foster engagement and build brand loyalty.
- Rigorously test and measure marketing ideas and best practices with regular A/B subject line tests and pay careful attention to email open and click-through rates in order to deliver optimal results.

Copywriter, mdg, a Freeman Company

San Diego

Jan 2020 — Nov 2021

- Worked collaboratively with designers and account teams to create concepts, digital and print collateral and videos to drive attendance and exhibitor sales for national and international trade associations and events.
- Wrote both attendee-facing and exhibitor-facing sales and marketing materials including emails, video scripts, web copy, infographics, digital ads, social media ads, print ads and opportunity brochures.
- Increased open rates, click-throughs and conversion rates with strategically written emails and digital ads.
- Lead writer for Society of Automotive Engineers (SAE), International Carwash Association and American Society for Industrial Security (ASIS).

- Circle of Excellence Award winner for out-of-the-box thinking and strategically working with account teams to create story arcs that mirror the customer journey and increase conversion rates.

Senior Writer-Temporary Position, UC San Diego

La Jolla, CA

Mar 2019 — May 2019

- Responsible for all copywriting, editing, and proofreading duties for the annual giving team.
- Researched colleges and programs, interviewed students and development officers, and wrote copy for multiple advancement efforts targeted to new and existing donors. Collateral included advertisements, direct mail, brochures, websites, emails, and newsletters.
- Ensured consistency of style, tone, and language for all collateral.
- Worked with UC San Diego Chancellor Khosla's staff to write letters from the chancellor to major donors and campus partners.

Lead Copywriter, XTERRA

Honolulu, HI and
Remote

Mar 2017 — Mar 2019

- Worked directly with the President and Vice President to assess needs, develop campaigns, and create copy targeted to off-road triathletes and trail runners.
- Created, wrote, edited, and proofread web copy, two weekly newsletters, scripts for promotional videos, email blasts, and hangtag and product-insert copy.
- Partnered with corporate sponsors and professional athletes to develop content, including race previews and recaps, promotions, athlete profiles, inspirational stories, and training articles.
- Worked strategically with executive management to transition company from an "events" company to an "apparel" company through email communication, short videos, and longer articles.

Freelance Writer, San Diego Reader, Runner's World, Allergan

Remote

Jan 2006 — Mar 2017

- Wrote, edited, proofread bi-weekly column "What the Chef Eats" for the *San Diego Reader*. Interviewed local chefs and translated their favorite meals into standard recipe form.
- Wrote cover stories, feature stories, and essays for the weekly paper, including the cover story "[Rockin' Baby Boomers](#)" and feature story "[Coronado Saved Me](#)."
- Published the essay "[Morning Runs](#)" for *Runner's World* Magazine.
- Wrote copy for "Product Pages" of Allergan (NYSE: AGN) website.
- Wrote essays for Tahabi Press.

Investor Relations Manager, Affymetrix

Santa Clara, CA

Jul 2003 — Jul 2005

- Collaborated with CEO, President, and CFO to create, edit, and proofread all investor communications, including annual reports, web copy, press releases, executive and shareholder presentations, Q-call scripts, and the CEO's speeches to financial audiences.
- Actively reviewed stock market news and partnered with analysts to understand and communicate fluctuations.
- Led development of annual report from concept to print and digital production. Wrote Letter to Shareholders, developed theme and storyboard, consulted with internal lawyers and executives to create and edit content, and managed production.

EDUCATION

B.S. Biological Sciences, Cornell University

Ithaca, NY

Aug 1990 — May 1994

Dean's List 1990-1994

Captain of Cornell Cross Country Team

Four-time Division I All American

Member US Cross Country Team 1991, 1992

Member Cornell Athletic Hall of Fame, Inducted 2004

Senior thesis: "IGG Levels in Foals Based on Postpartum Nursing," with Katherine Houpt, VMD, Ph.D.

Paralegal Certification, University of San Diego

San Diego

Sep 2019 — Sep 2021

Completed my paralegal certification with an emphasis on legal research and writing.

Professional Certificate in Medical Writing, University of California, San Diego

San Diego

Sep 2021 — Sep 2022