

BRITTANY THALER

SENIOR COPYWRITER & MARKETING CONSULTANT

INFORMATION

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www.brittanythaler.com

State College, PA

EDUCATION

MS in Digital Marketing and Design

2023
Brandeis University

MA in Psychology

2018
Goddard College

BA in English

2011
The Pennsylvania State University

MANAGEMENT

- Branding & Design
- Content & Communication
- Digital Marketing
- Marketing Strategies
- Sales & Development

TECHNOLOGY

- Adobe Photoshop
- Figma
- G Suite
- Microsoft 365
- Miro
- monday.com

REFERENCES

Available by request

SELECTED EXPERIENCE

Senior Copywriter & Marketing Consultant

Self

2018-Present

Website

- Collaborates with 24+ professionals on web content for 9 industries
- Boosted visit times by 250% through SEO optimization
- Created content for homepages, blogs, and more, managing projects from single-page startups to large sites

Email

- Led 100+ campaigns, blending insights with creativity across 6 industries
- Developed strategies for 150+ audience segments with tailored content
- Produced diverse email content, from welcome to educational series

founder & chief storytelling officer

storybee creative

2020-Present

- Leads storytelling for B2B/B2C, boosting client revenue by over 400%
- Manages a team of 20+ marketing specialists
- Handles new business development, sales, and customer experience improvement
- Key projects include launching a snack for a global airline and developing a training program for a large food manufacturer

Senior Copywriter

St. Luke's University Health Network

2022-2024

Website

- Created content for a 4,000-page healthcare website, enhancing UX/UI to improve patient experience.
- Boosted keyword rankings by 166% with strategic SEO optimization.
- Cut bounce rates by 24% by aligning content with user intent.
- Increased site engagement using content chunking and readability techniques.

Email

- Led content strategy for an email list of over 900,000 subscribers.
- Achieved a 42% open rate and maintained an unsubscribe rate below 0.09% through targeted email campaigns.
- Generated email conversions with personalized content and persuasive calls-to-action targeting over 100 unique audience segments.

Chief Marketing Officer

Kate's Real Food

2018-2020

- Drove a 50% sales increase in 2019 with a strategic marketing plan
- Grew marketing from 3 vendors to a team of 15, integrating employees, agencies, and contractors
- Collaborated with over 50 influencers to enhance content
- Improved all SEO KPIs, such as increasing page views by 54% and pages per session by 32%