

KRISTEN GILBERT

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SENIOR COPYWRITER & CONTENT MANAGER

Innovative **Communications Professional** with extensive experience in copywriting, creative concepting, and project management in both agency and corporate settings. Proven track record of engaging content creation across digital and print media platforms, including video scripts, on-camera interviews, advertisements, advertorials, social media content, PowerPoint presentations, blogs, OOH, and product packaging. Strategic thinker who develops and presents creative concepts effectively. Deadline-driven self-starter and collaborator with exceptional communication, leadership, and creative problem-solving skills. Experienced in maintaining editorial standards, leading global team meetings, and managing agency partnerships.

EXPERTISE

Content Marketing • Video Scriptwriting • Blogging • Landing Page & Ad Copy • On-Page SEO • Product Packaging • Peer Review & Mentorship • Pitch Deck Development • Communication • Site Content Architecture • Client Relationship Management • Multidisciplinary Collaboration • Integrated Marketing Campaigns • Social Media • Adobe Acrobat • Figma • WordPress • Sitecore • Workfront • Slack • MS Office Suite

PROFESSIONAL EXPERIENCE

SENIOR COPYWRITER | SCHNEIDER ELECTRIC | FOXBORO, MA | DECEMBER 2022 – PRESENT

Develop compelling marketing copy across multiple formats and channels for global campaigns, including video scripts, on-camera interviews, advertisements, advertorials, OOH, PowerPoint presentations, infographics, written stories, social media content, YouTube metadata, and event signage.

- ✓ Collaborate closely with designers, video producers, and editors to execute integrated creative campaigns that align with brand standards and business objectives.
- ✓ Apply in-depth knowledge of Schneider Electric's offerings to identify and highlight optimal solutions, position products favorably, and showcase customer satisfaction.
- ✓ Develop and present pitch decks and creative concepts to internal stakeholders across multiple business units, effectively articulating strategic rationale and creative vision.
- ✓ Lead collaborative brainstorming sessions with cross-functional peers to generate innovative campaign ideas and content solutions.
- ✓ Maintain and enforce the company's global editorial guidelines and brand standards, ensuring consistency across all marketing materials and touchpoints.
- ✓ Host global cross-studio meetings with international copywriting teams to align best practices, share insights, and foster collaborative workflows.
- ✓ Provide strategic guidance to external agencies on brand voice, editorial standards, and creative execution to ensure compliance with company guidelines.
- ✓ Conduct peer reviews of written content, offering constructive feedback and mentorship to elevate the quality of team deliverables.

CONTENT MANAGER | UPGROW | SAN FRANCISCO, CA | SEPTEMBER 2021 – DECEMBER 2022

Supported SEO and PPC teams by creating, editing, and proofreading content for over 13 clients in healthcare, tech, finance, and lifestyle industries. Planned content and wrote all copy used in client landing page funnels. Sourced and managed team of 30 freelance content writers.

- ✓ Developed understanding of clients' businesses, target customers, and ideal positioning to create between 4 and 8 net new or SEO optimized pieces of content per client per month.
- ✓ Collaborated with graphic designers to transform content into high-converting ads and landing pages.
- ✓ Created compelling, click-generating copy for Google Ads, Facebook Ads, and LinkedIn Ads.

- ✓ Wrote SEO-driven page content and blog articles to enhance client rankings and lead conversion. Edited and optimized blog posts and landing pages for SEO.
- ✓ Enhanced content creation capacity from 5 to 15 clients within 2 months by creating schedules, workflows, content templates and selection and engagement process for freelance writers.

SENIOR COPYWRITER | MARKS | PROVIDENCE, RI | APRIL 2019 – SEPTEMBER 2021

Developed creative strategies, concepts, and ideas to promote consumer engagement with products for all CVS brands and sub-brands. Established unique, persuasive tone of each brand and presented concepts to clients.

- ✓ Conducted research, wrote copy, proofread, and enforced regulatory and legal packaging requirements.
- ✓ Reviewed and approved artwork files for all packaging and promotional material.
- ✓ Assessed and modified manufacturer copy sheets, enforced consistency across brand categories, and submitted for approval.
- ✓ Established new copywriting workflows and templates to increase communication between copywriting and design teams.

COPYWRITER // DIGITAL CONTENT | COLLETTE | PAWTUCKET, RI | JUNE 2016 – APRIL 2019

Wrote and proofed digital copy for banner ads, display ads, blog posts, social media posts, lead generation ads, like ads, and web click ads. Created blog content and maintained blog editorial calendar for *Collette* and *Explorations by Collette* blogs.

- ✓ Updated blog posts for search engine optimization and scheduled blog postings, including selecting and performing basic HTML coding.
- ✓ Coordinated with guest writers and social media influencers on topic assignments and proofed and edited all guest posts.
- ✓ Composed social media posts for all Collette brands and social media channels and wrote monthly Agent Email Newsletters.
- ✓ Designed and created copy for integrated marketing campaigns and collaborated with product, channel, data, digital, and design teams to ensure accurately targeted and consistent corporate branding and tone.
- ✓ Wrote and proofed print projects such as postcards, flyers, print ads, brochure copy, advertorials, and web pages.
- ✓ Established social media calendar and wrote posts for Facebook and Twitter, increasing Facebook following from 20K to over 100K.

COPYWRITER // SOCIAL MEDIA | GLAD WORKS | PAWTUCKET, RI | MARCH 2011 – JUNE 2016

Created copy for web and print materials, including advertorials, website content, brochures, corporate newsletters, press releases, and ad copy. Verified brand consistency across campaigns and collected and interpreted data to measure campaign ROI.

- ✓ Met with clients, drafted marketing pitches, and communicated throughout project scope to ensure satisfaction.
- ✓ Communicated effectively with in-house teams, including graphic designers, web developers, and account managers.
- ✓ Updated and posted to company blog and provided radio and television commercial and promotional video voiceover copy.
- ✓ Conducted and transcribed interviews for informational articles and videos.
- ✓ Composed and coordinated press releases.
- ✓ Managed clients' social media accounts and created campaigns on Facebook, Twitter, Google+, LinkedIn, and Pinterest.

EDUCATION

MASTER OF ARTS | English | Rhode Island College | Providence, RI

BACHELOR OF ARTS | English | Providence College | Providence, RI