

MONICA STOCKBRIDGE

FREELANCE COPYWRITER



PROFILE

Accomplished and versatile professional with 14 years' experience writing and editing for agencies, websites and print publications. Collaborative colleague and ambitious self-starter with communications experience focused on editorial execution and strategic content marketing.

PROFESSIONAL SKILLS

Copywriting
Copyediting
Feature Writing
Blog Writing
Content Strategy
Content Marketing
Thought Leadership
HubSpot Inbound Certification

CONTACT

hello@monicastockbridge.com
www.monicastockbridge.com
929-266-6422
Based in Denver, CO

CAREER HISTORY

MONICA STOCKBRIDGE, LLC

Independent Copywriter | 2016 - Present

- Writes and edits content for branding firms, marketing agencies, tech companies and publications.
- Directs content strategy sessions and conducts subject matter expert (SME) interviews.
- Excels in roles such as content strategist, copywriter and journalist for travel/hospitality, food/beverage, real estate, fintech, SaaS and education clients.

3 ASPENS MEDIA

Senior Content Manager | 2019 - 2020

- Wrote blogs, social media copy, case studies, white papers and guest posts for industry publications.
- Built editorial calendars, conducted interviews and collaborated with B2B clients.
- Helped define content strategy for clients in industrial distribution, inventory management services, ERP, CRM, software consulting and more.

FEED MEDIA

PR Account Director/Editorial Services | 2016 - 2019

- Developed strategic and attention-grabbing public relations campaigns for local and national clients.
- Drafted, edited and proofread press releases, briefing notes and thought leadership byline articles.
- Secured media visits, fostered influencer relationships and drove press coverage in multiple markets.

SPROUT CONTENT

Content Writer | 2016

- Developed inbound marketing content assets for B2B clients in technology, SaaS and e-commerce.
- Engaged leads at all points of the sales funnel through targeted SEO-optimized content.
- Instrumental in achieving agency milestone of HubSpot Platinum status within six months of hire.

DININGOUT MAGAZINE

Senior Editor | 2013-2016

- Oversaw editorial production for three distinct magazines published three times per year.
- Managed budgets, published online content and synchronized client and publisher priorities.
- Supervised and trained interns and freelancers on in-house content management system (CMS).
- Shepherded content onto digital platforms by devising social media and email marketing strategies.

Associate Editor | 2012-2013

- Wrote, edited and proofread articles, recipes and ads for publication in nine national magazine markets.
- Led interviews, actively reported stories and met all editorial deadlines.
- Organized client information and editorial concepts in proprietary CMS.

FOODSERVICEWAREHOUSE.COM

Head Writer | 2010-2012

- Supervised a team of writers and collaborated across departments to meet company sales goals.
- Oversaw the site's most-visited landing pages by producing and editing SEO-optimized content for product categories, buying guides and white papers.
- Streamlined sales and marketing messaging by executing a company communications strategy.

Copywriter | 2008-2010

- Developed product descriptions, educational articles and SEO-optimized landing page content.
- Conducted professional interviews for long-form chef bios and restaurant profiles.
- Wrote video scripts and outlined processes for product photography and video execution.

EDUCATION

CREIGHTON UNIVERSITY

Bachelor of Arts, English

- Graduated Magna Cum Laude
- Studied abroad at University of Limerick (Ireland)