

COURTNEY CAMPBELL

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courtneymcampbell.com

EDUCATION

Bachelor of Arts: Journalism

Concentration in Print/Online

Minor: Public Health

Elon University (Elon, NC)

SKILLS

- **Copy editing** (AP Style)
- **Adobe Creative Suite** (InDesign, Photoshop, Premiere)
- **Microsoft Office** (Word, Power Point, Excel)
- **CMS** (Wordpress, Gryphon, Presto)
- **Coding** (HTML, CSS)
- **Social Media** (Facebook, Hootsuite, Instagram, Pinterest, Twitter)
- **SEO-optimization** (SEMRush, Google Trends)
- **Analytics** (Chartbeat, Parsley, Google Analytics)
- **eCommerce**

AWARDS

Reviewed - Skimlinks Commerce Awards for Publishers 2019:

- Best Digital Native Publisher
- Best Dedicated Commerce Brand

SOCIAL MEDIA

- **Twitter:** @courtcamps
- **Instagram:** @courtcamps

EXPERIENCE

AMERICAN KENNEL CLUB

Digital Content Editor (Aug. 2021-Present)

- Manage, assign, and edit content for AKC's dog product review site, Retrievist.
- Brainstorm and write copy for a weekly newsletter as well as a deals newsletter to more than 50,000 subscribers.
- Build affiliate links and monitor performance on affiliate sites and Google Analytics.
- Use SEMRush and Google Trends to determine SEO best practices.
- Cover dog shows, including the AKC National Championship.

FREELANCE WRITER

Self Employed (Nov. 2018-Present)

- Pitch and write fitness, lifestyle, and home decor stories for various publications, including SELF, Domino, StyleCaster, MyDomaine, Apartment Therapy, PureWow, and more.

REVIEWED, PART OF THE USA TODAY NETWORK

Commerce Editor (Nov. 2019-July 2021)

- Wrote and published stories on both Reviewed and USA Today.
- Assigned and edited 5-7 affiliate lists and reviews per week to a team of freelancers.
- Developed content strategies for covering major sales like Black Friday and Prime Day.
- Planned product coverage surrounding the coronavirus, doubling affiliate goals and increasing Q2 traffic by more than 300%.
- Monitored affiliate data and performance using Parsley.

Senior E-Commerce Writer (May 2019-Nov. 2019)

E-Commerce Writer (Feb. 2018-May 2019)

- Wrote 3-4 deals posts each day, published directly on USA Today.
- Trained freelancers and new employees on affiliate best practices.
- Tested and reviewed products for long form features.

COUNTRY LIVING & WOMAN'S DAY MAGAZINE

Web Editorial Fellow (Aug. 2017-Dec.2017)

- Researched, pitched, and wrote 3 to 4 pieces of lifestyle content for both websites daily.
- Wrote and updated photo galleries with higher ranked SEO and optimized for eCommerce.
- Wrote and scheduled pins for Country Living Pinterest account using Viraltag.