

# ELIZABETH C. HAYNES

## EDITOR/CONSULTANT

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Dallas-Fort Worth area | [info@indigosunrise.com](mailto:info@indigosunrise.com) | [LinkedIn](#) | [Website](#)

### Summary

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I'm a published author and former head of marketing content for a multimillion-dollar corporation. I now work independently to help clients improve the quality and effectiveness of their writing, storytelling, and digital content. My expertise is pulled from 17 years of progressive experience as a career writer and marketer, which also includes work as a content strategist, an instructional designer, a tech writer, an agency copywriter, a ghostwriter, and a project manager.

### Professional Experience

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#### **Editor/Consultant | Indigo Sunrise | 2020-present**

Editing, consulting, strategy, copywriting/ghostwriting (limited), and writing coaching (primarily for business or marketing). Easy engagement as a vendor/1099 (EIN available).

- Review and advise on storytelling, flow, theme, clarity, tone, and (for marketing communications) the effectiveness of the strategy and underlying messaging.
- Proofread for grammar and technical problems such as spelling errors, punctuation errors, sentence construction problems, run-ons, tense changes, and point of view switches.
- Fact-check where necessary, including verifying the spelling of proper nouns and ensuring stats are correct and properly cited.
- Offer copywriting, technical writing, and ghostwriting services on a limited basis.
- Business specialties: healthcare, IT/SaaS, B2B, general marketing.

#### **Reader | Baltimore Review | 2020-present**

Read submissions and provide feedback on quality of writing, required edits, effectiveness of storytelling, and overall suitability for inclusion in the literary journal. Genres reviewed: creative nonfiction, fiction, poetry.

#### **Head of Content (B2B Marketing) | RentPath | 2019-2020**

*Note: RentPath declared bankruptcy on February 12, 2020 and was sold to a competitor.*

Editorial oversight of all B2B marketing content and email campaigns for RentPath, including positioning, creative direction, content strategy, and copyediting. Project and people management for B2B marketing campaigns, content development, and social media initiatives.

- After just three months at the company, I was told the content team was the best iteration it had been in the last four years.
- Just five months into my role, I sent out the highest-performing email campaign of the previous 16 calendar months.
- Just seven months into my role, I directed a promotional email campaign that influenced over \$15k in revenue and \$24k in pipeline during a very quiet month (December).
- For social media, I spearheaded a revival of our accounts and oversaw all content. Monthly LinkedIn organic reactions increased over 1000%, content shares increased by 700%, and Facebook organic reach doubled. It was the most successful our social media had ever been.
- While a director role sat vacant for several months, I served as the head of all marketing communications, met with executives on budget and strategy, and stepped in to make decisions where required.

- While a senior manager role sat vacant, I provided oversight and editorial direction for the sales enablement team and for all sales enablement collateral.

### **Senior Writer/Consultant | White Ocean Consulting | 2009-2019**

Notable accomplishments during this period:

- Designed/managed multiple email newsletters that had open rates of 20% above the industry average.
- Grew a thriving social media presence on LinkedIn, with viral posts garnering 140k-300k+ views, others in the 30-60k range, and two at 847k and 4 million.
- Created multiple editorial calendars and managed all content and strategy.
- Ghostwrote for physicians for D Magazine and “Good Morning Texas.”
- Managed a team of two writers and a graphic designer on digital marketing projects.
- Ghostwrote on behalf of an executive for a book, which required no edits from the publisher.
- Wrote a complete user manual for a personal submarine.

### **Project Manager (Digital Marketing) | Gypsum Management and Supply | 2014-2018**

Provided project management for the implementation, design, and deployment of more than 50 Phase I subsidiary websites, including editorial oversight of all subsidiary website content. Other responsibilities:

- Designed, wrote, and managed multiple monthly newsletters for subsidiary companies with an open rate of 20% above the industry average, and a click-through rate of 4.5% above the industry average.
- Served as the main point of contact for all employees on Phase I websites to answer questions and provide support, including Wordpress administration, troubleshooting/testing, coordinating with developers on fixes, and site maintenance.
- Wrote internal communications when needed including systems/process documentation, training materials, and intranet content.
- Offered usability consulting and functionality testing for Phase 2 websites, which were built as e-commerce sites on AWS.

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## **Other Roles**

I have worked as a professional writer since 2004. Please visit my [LinkedIn page](#) for more information about other roles, including additional corporate roles.

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## **Education**

### **Bachelor of Arts – English**

Kansas State University

- Cum laude GPA, concentration in American literature.

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## **Additional Information**

- Business website:  
<https://indigosunrise.com>
- Recommendations:  
<https://www.indigosunrise.com/testimonials/> or <https://www.linkedin.com/in/elizabethchaynes/>
- Book info and personal work, including praise:  
<https://www.elizabethchaynes.com>