

ELIZABETH C. HAYNES

WRITER, EDITOR, CONSULTANT

Public resume. Contact information withheld.

Summary

I'm a writer. I'm an editor. My background is diverse and I have an unusually extensive skill set that I no longer wish to hide/manipulate based on specific job requirements.

I have written almost *all* types of business, marketing, training, and technical communications over the past 19 years. I have worked in a number of salaried roles, as an independent consultant, as an editor, and as a small business owner. I have also led teams of writers and have provided coaching/mentoring to people of all writing levels. I even taught 5th grade language arts for a bit during the last recession.

I specialize in the following broader areas: IT/SaaS, B2B audiences, marketing, healthcare, executive ghostwriting, and instructional content. I generally emphasize authentic storytelling through copy and visuals.

Writing Experience

- Communications consulting/strategy
- Editing (all types)
- Copywriting and technical copywriting
- Agency copywriting
- Executive/physician ghostwriting
- Website copy and landing pages
- Email campaigns
- Thought leadership
- UX writing and metadata
- Social media
- Paid advertising (Google, Facebook/Instagram)
- Press releases
- Newsletters (digital and print)
- Case studies and white papers
- Scripts
- Sales enablement
- Internal communications
- Internal training and SOPs
- End-user documentation
- Technical writing
- Onboarding and systems training
- Training manuals, guides, help systems, knowledge base
- Document localization
- Storyboards and e-learning/microlearning
- Classroom training (ILT)

Marketing Experience

- Multichannel marketing
- Content marketing
- Social media marketing
- Email marketing
- SEO/SEM
- Wordpress/CMS
- Storytelling through images
- Editorial calendars
- Content strategy
- Product positioning
- Image editing
- Marketing videos
- Project and people management
- Data analysis, research, user personas
- Cross-functional collaboration
- B2B, B2C, eCommerce, SaaS
- Reporting and synthesizing information
- Usability and UX consulting

Technical Aptitude

- **Ability to** learn new software and technology through independent study
- **Familiarity with** coding languages, HTML, cloud, cybersecurity, SDLC, Agile/Scrum, Waterfall, business analysis, UX, QA, AI, bug tracking
- **Authoring software** (some will require a refresher): RoboHelp, MadCap Flare, Lectora, Camtasia, InDesign
- **Project management software:** Asana, Basecamp, Trello, MS Project, Smartsheet, Workfront
- **Image editing and video software:** SnagIt, Canva, Lightroom, Captivate
- **Other software:** Wordpress/CMS, Salesforce, Dropbox, Sharepoint, enterprise applications, Visio, Lucidchart, Google Suite, Microsoft Office, Slack, Teams, Zoom, homegrown systems

Education

Kansas State University Bachelor of Arts – English

- Cum laude GPA

University of Wisconsin

Graduate-level coursework in instructional design.

Pluralsight

Scrum/Agile development and business analysis

Recent Roles

Writer & Consultant | Independent Professional | 2020-present

Work is completed as a vendor (EIN) or via a W2 engagement.

- Editing, consulting, and strategy for all types of marketing, business, and technical communications; this includes digital media like graphics and videos as well as internal training or sales enablement materials.
- Ghostwriting for executives or physicians, mostly for short-form content like thought leadership, tech articles, media segments, bios, press releases, or book contributions.
- Freelance copywriting for most types of marketing projects within the IT/SaaS, B2B, and healthcare sectors; services also include documentation and internal/HR communications, with occasional work in other industries.
- Copyediting and proofreading for all types of content.

Head of Content (Managing Editor, 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's tech products, including positioning, creative direction, content strategy, and copyediting. Project and people management for 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 to the sales enablement team and for all sales enablement collateral.

Project Manager (All Subsidiary Websites) | 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:

- 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.
- 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.