

TRICIA ANNE CAMPBELL

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IN THE PB&J SANDWICH OF LIFE: CONTENT IS MY PEANUT BUTTER AND SOCIAL MEDIA IS MY JAM.

PROFESSIONAL SUMMARY:

Creative and collaborative brand strategist and content creator who enjoys delighting clients by remembering all the key details. Outgoing marketing and communications professional who proactively embraces promoting and representing the organization she works for. Well organized project and event coordinator who loves to find new technology, apps, and systems that increase engagement, efficiency, and productivity. Connection-loving human who thrives in a working environment where employee communication, culture, engagement, and teamwork are valued.

SKILLS:

- Researching, designing, and creating engaging content for use in print and online marketing assets
- Planning and delivering targeted social media and marketing strategies with an emphasis on branding and growth
- Social media campaign planning, scheduling, and posting
- Working successfully in a diverse matrixed work environment (global and remote)
- Developing and growing strategic relationships with clients, vendors, and consumers that are mutually beneficial

TECHNICAL AND SOCIAL MEDIA PROFICIENCIES:

Google Docs, Canva Pro, WebEx, Zoom, FaceTime, SAP, XML-based publishing systems, Wix, Adobe Acrobat Pro, Facebook, YouTube, Twitter, Instagram, Pinterest, Asana, Microsoft 365, Microsoft Teams, Mailchimp, Joomla

EXPERIENCE:

HIPWRITERCHICK

Rochester, NY

2021-Present

Brand Strategist | Content Creator

Provide brand strategy, content creation, email marketing, social media, and other related services to clients on a project-by-project basis. Project types include:

- Website re-design, content creation, and editing for niche-based businesses as well as a large non-profit organization resulting in more intuitive, attractive, and informative websites.
- Copyediting, design, and layout for e-books and blog posts for a live action role playing (LARP) game publisher.
- Branding, social media consulting, and social media account management for solopreneurs and small businesses resulting in increased site traffic and post engagement.

FREELANCE

Rochester, NY

2019-2021

Marketing Consultant

Developed targeted marketing strategy, promotional materials, virtual events, and social media content for clients.

- Scripted and hosted virtual events for arts and entertainment clients on Facebook Live, Zoom, and YouTube.
- Designed logos, marketing materials, website, and social media content for clients in entertainment and politics that increased brand awareness.
- Pitched story ideas and wrote creative use and how-to blog posts for a lifestyle blog associated with a newly released photo storage app.

THOMSON REUTERS-WEST

Rochester, NY

2001-2019

Senior Publishing Coordinator (2012-2019)

Directed processing of 100+ legal publications annually, reviewing and preparing manuscripts, newsletters, journal articles and online database content for print and Web-based publishing.

- Communicated and coordinated with authors, contractors, other teams, and vendors around the globe on a regular basis, ensuring smooth transfer of content from one group to another.
- Developed editorial staff training for a streamlined page inspection workflow which enabled editors to complete more page inspections on more products. Average processing time was reduced by nearly 50% without any visible loss of quality.
- One of two senior publishing coordinators entrusted with cataloging, preparing, and loading 30+ expert-authored articles per quarter to the Westlaw database on "hot topics" including Fintech, eCommerce, and Intellectual Property as part of a new customer-facing online content initiative.
- Strategized calendar and blog content for the company's internal website related to editorial best practices and employee engagement activities, reaching 500+ employees.

Principal Editor | Senior Publishing Specialist (2007-2011)

Managed a library of 75+ of legal publications including books, newsletters, journals, and online databases, working directly with authors and contractors on schedules, content receipt, and payment functions.

- One of four publishing specialists chosen to help management shape and define restructured editorial team responsibilities, create supporting workflow documentation, and lead related training in the USA and abroad.
- Selected by management to travel to our newly opened office in India to provide month-long editorial systems and processes training for 40+ new hires.
- Researched and wrote articles about employee events and site initiatives for *The Messenger*, the online go-to resource for company information.

Senior Editor (2002-2007)

Reviewed, formatted, XML coded and loaded multiple complex legal manuscripts and newsletters concurrently for publication on strict deadline. Managed author communications and publication schedules for 50+ assigned publications.

- Interviewed employees for the purpose of collecting current and archival company history and job scope information for new hires, often acting as a peer-level resource.
- Designed, HTML coded and maintained Tort Insurance team webpage on the company's internal website resulting in views and recognition for our team members, products, and resources.

Manuscript Editor (2001-2002)

Performed editorial review, coding and loading of 25+ legal publications to appropriate publishing platforms for manufacturing annually.

- Successfully learned and used five+ proprietary coding systems for inputting and editing in-process manuscripts and newsletters.
- Organized employee engagement and team building events as Employee Activities Committee Lead.

ASCENTUS, LLC.**Orlando, FL****2013-2014****Online Content Editor | Contributor | Consultant | Freelance | Remote**

Ensured content was well-written, adhering to company style guide specifications for web-based health industry start-ups.

- Reviewed and edited general website content and hundreds of articles and blog posts before publication online.
- Consulted on development of the company's editorial style guide used by the writers.

ADDITIONAL EXPERIENCE:

J. Jill, Rochester, NY *Sales Associate (Part-time), Relationship Management Coordinator (Part-time)*

Soliton Associates, Inc., Rochester, NY *Marketing and Web Communications Consultant—Financial Software*

Element K Journals, Rochester, NY *Contributing Editor—Technical Journals, New Product Editor—Technical Journals*

University Of Rochester, Office of Public Relations, Rochester, NY *Class Notes Editor—Rochester Review Alumni Magazine, Photography Assistant and Secretary*

EDUCATION:

BS, Communications and Journalism, State University of New York at Brockport, NY

BS, Business Administration—Marketing, State University of New York at Fredonia, NY

ADDITIONAL CERTIFICATION AND ACCOMPLISHMENTS:

- HubSpot Certifications: SEO (2021, 2022), Content Marketing (2020, 2021, 2022)
- Recipient of four Thomson Reuters "Above and Beyond" Awards within one year (2019)
- Comedy Improv Performer & Sketch Writer (2015-Present)