

REA WINTON

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PROFILE SUMMARY

A seasoned content strategist with 26+ years of experience in content creation, blogging, web content writing, copywriting, social media, and content marketing across multiple agencies and B2B/B2C companies. Instrumental in writing content, copy, and messaging in various styles, voices, and tones, adaptable to different target audiences, product categories, and branding initiatives. Strong background in persuasive writing, email communication, and pitch presentations. Expert in performing SEO keyword research and optimizing marketing content and brand marketing copy to achieve a first-page Google ranking. Known for rapid turnaround and superlative copy quality.

WORK EXPERIENCE

CONCEPT COPYWRITER

Content Writer/ Owner

October 2022 – January 2024

- Managed day-to-day functions, including client intakes, event calendars, client management, and administration to support business goals.
- Conceived and wrote over 20 pieces of original and high-quality B2B and B2C content weekly on various industries, including health and beauty, dentistry, and DIY topics, while consistently meeting daily deadlines.
- Assisted team members with keyword research, topic generation, competitor analysis, content production, and backlinking while providing SMEs with optimizing content for SERPs.
- Improved work quality through constructive criticism, suggestions, and feedback.
- Strategize content based on analytics data, geographical targeting, and keyword planning.

Key Achievements

- Maintained client satisfaction by consistently providing compelling narratives that resonated with client objectives with a 5% revision rate post-submission, leading to a 9% increase in repeat contracts.
- Improved SERP rankings for primary keywords, boosting organic search traffic and reducing bounce rate across core content pages.

FREELANCE

Content Writer

April 2012 – June 2023

- Developed creative and compelling copy for blogs, infographics, and websites for various brands across the USA while maintaining brand voice.
- Applied analytical and thoughtful processes to synthesize information from several authentic resources into engaging, well-researched content, ensuring clarity, accuracy, and relevance for diverse audiences.
- Created social media calendars and keyword-rich social media marketing collateral with solid call-to-action and effective messaging to uplift social media following.
- Developed strategic and persuasive web content, marketing materials, and email communication sent to subscribers.
- Established and monitored social media campaigns with lead generation and relationship-building focus.
- Advised, developed, and executed successful marketing plans and wrote direct mail advertising, promotions, brochures, and web copy for small businesses.
- Wrote catalog product copy and descriptions.

Key Achievements

- Wrote 100s of well-researched and high-quality research papers, essays, long-form articles, product descriptions, and blurbs for various content companies, including Textbroker, Ultius, and Crowd Content.
- Delivered stimulating work within tight deadlines and a 99.9% acceptance rate, consistently meeting/exceeding client expectations.

FLOWERING DESIGN

Social Media Manager/ Writer

June 2010 – October 2010

- Managed all social media presence and content on multiple platforms, i.e., Facebook, YouTube, and Twitter, and provided account managers with reports on organic search, lead, and conversion analysis.
- Maintained brand identity with the audience through constant social media interaction and networking events.
- Executed a weekly content calendar and contributed to improved search engine rankings and audience engagement by aligning content with SEO strategies and optimizing social media reach.
- Conducted competitive analysis and market research, identifying trends that shaped the content strategy and boosted organic reach.
- Planned, developed, and wrote feature articles and content for the magazine and website to drive traffic.
- Designed and executed digital marketing campaigns involving multiple coordinated social media channels, SEO, and Web design.

Key Achievements

- Created 15 blogs and captions per week for 3 websites and Pinterest accounts following current SEO practices, incorporating high-quality infographics and images that increased blog views from 0 to 20+ per week and a 100% boost in organic site visits in just 3 months.
- Raised vanity metrics, including likes, shares, and comments, through interactive content formats (polls, reels, stories) and segmentation strategies.

EDUCATION

UNIVERSITY OF PHOENIX

Master of Science (MS) in Computer and Information Sciences

REGIS UNIVERSITY

Bachelor of Science (BS) in Information Systems, Computer and Information Sciences & Support Services

TRAINING & CERTIFICATION

LINKEDIN LEARNING

Writing Like the Greatest Masters of Persuasion

July 2024

HUBSPOT ACADEMY

SEO

Content Marketing

December 2021

November 2021

PUBLICATIONS

- Great Crochet Gift Bag Patterns – 6 quick & easy drawstring gift bag patterns for every occasion, vol 1 (2024)
- Crochet For Fun & Leisure – A quick guide to crochet yarn crafts for ages 9 to adult. (2022)

CORE COMPETENCIES

- Market Research
- Audience Segmentation
- Digital Marketing
- Research & Analytics
- Proposal Writing
- Client Communication
- Multitasking
- Content Development
- Creative Strategy
- Creative Writing and Storytelling
- Oral and Written Communication
- Virtual Collaboration
- Attention to Detail
- Multitasking
- Critical Thinking
- Problem Solving

TECHNICAL SKILLS

Asana, WordPress, Data Entry, Spreadsheets, Microsoft 365, and Google Workspace

REFERENCES

James Montanez, Director, Prescott Valley Performing Arts

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Michael Fierro, Dispatcher, Johnson Emergency Services

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Chuck Schaaf, Owner, JCS Furnishings

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