



LIBBY WHITE

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OBJECTIVE

Results-driven Content Writer with over six years of experience creating engaging and impactful content across various platforms. Skilled in crafting compelling narratives and adapting writing styles to target diverse audiences. Proven ability to collaborate with cross-functional teams to deliver high-quality content on time. Strong knowledge of SEO principles and digital marketing strategies. I am seeking opportunities to utilize my writing expertise and contribute to driving brand success.

SKILLS

- Content Creation and Development
- Copywriting and Editing
- SEO Optimization
- Social Media Management
- Blogging and Article Writing
- Brand Messaging
- Target Audience Research
- Cross-functional Collaboration
- Analytics and Performance Tracking

EXPERIENCE

Content Designer | Kensium | 2021-2023

- Composed engaging content for the Kensium blog, social media, and email, focusing on ecommerce, B2B, and technology.
- Collaborated with cross-functional teams to develop and write Case Studies on Acumatica Cloud ERP, BigCommerce, and AdobeCommerce implementations.
- Created dynamic content for Kensium's new website on HubSpot.
- Copyedited and published content for implementation experts on the Acumatica Cloud ERP Community Board.
- Wrote and posted Social Media content for Kensium and its leadership during conferences and industry events.
- Conducted monthly blog and website performance analysis using Google Analytics and HubSpot Analytics.

Freelance Content Specialist | Content Ninjas | 2020-2023

- Generated short and long-form content for diverse industries and target audiences.
- Adhered to StoryBrand marketing principles and best practices for creating landing page content, social media copy, and email nurturing campaigns.

- Ensured adherence to the Content Ninjas style guide while maintaining the appropriate voice and tone for specific client content.

Contract Information Designer | SITA | 2019-2020

- Collaborated with the Marketing Design team to update PowerPoints, word documents, and Informational cards with new branding.
- Edited and formatted PowerPoints, Word Documents, and Battle cards.
- Updated Bid Boilerplate documents with new branding and edited for grammar.
- Ensured all internal sales documents were updated with new Product Names and logos.

Contract Technical Writer | Ventureforth | 2019-10 months

- Created a Style Guide for technical and marketing content.
- Developed and updated product documentation for end-users.
- Performed Quality Assurance and User Acceptance Testing.
- Assisted in the creation of Requests for Proposal.
- Edited and assisted in the creation of Functional Requirement Documents.
- Trained staff on the use of Confluence and Salesforce tools.
- Managed content schedule for Knowledge Base and internal documentation.
- Collaborated with the Marketing team to create an online Knowledge Base and update the website and blog.

Technical Writer III | SEDC | 2018-2019

- Developed documentation writing plans by establishing outlines, standards, priorities, sequences, and schedules.
- Evaluated documents for purpose, audience, scope, content, organization, and logic.
- Answered technical and procedural questions and provided assistance to team members.
- Identified documentation requirements by conferring with project managers, designers, programmers, and subject matter experts to gather source materials, develop a documentation plan, and create technical documentation for formal product launches.
- Created easy-to-understand online help systems with a logical navigation flow and process.

Technical & Marketing Writer | Liquid Web | 2016-2018

- Created engaging and informative content for both internal and external audiences.
- Spearheaded Liquid Web's ticket deflection efforts by creating an internal self-help knowledge base for current customers.
- Assisted the onboarding team in creating appropriate emails for new customers to ensure an efficient account setup process.
- Worked closely with the Managed WordPress team to create technical documentation for customers before and after the program's launch.
- Conducted QA and User Acceptance Testing for new SaaS and Cloud products prior to launch.
- Assisted with information architecture during GUI development.
- Developed training materials for internal teams before new product launches.
- Established an ad hoc technical writing team to increase content on Liquid Web's blog and external-facing knowledge base.
- Collaborated with Subject Matter Experts to ensure all documentation of processes and procedures was correct for external customer use.

EDUCATION

Wake Forest University | Master of Digital Marketing | Current

Michigan State University | Bachelor of Arts – Professional Writing | 2015

CERTIFICATIONS

LinkedIn UX Foundations: Style Guides and Design Systems Apr 2023

HubSpot CMS for Marketers March 2022

HubSpot Inbound Marketing March 2022

HubSpot Content Marketing March 2022