
Kelsey Gunn

Copywriter | Content Marketing Specialist

760-715-8766

kelseybrookgunn@gmail.com | copybykelsey.com

Meet a passionate content marketer who implements proven storytelling techniques and empathy to turn casual browsers into fanatics and brand loyalists. With nearly 7 years of experience across various industries including dental, healthcare, SaaS, and ecommerce marketing, Kelsey is the type of colleague that makes Mondays fun.

Content Marketing Associate

Zest Dental Solutions, Carlsbad, CA (Hybrid)

August 2023 - Present

Responsible for creating on-brand content across all organic marketing channels.

- Manage the editorial calendar and strategy for all SEO blogs, increasing organic traffic by 21% since implementation, according to Google Search Console
- Responsible for a net audience growth of 88.9% across all social channels since taking over content creation, posting, and tracking with Sprout Social
- Design, write, deploy, and track email marketing messages through Klaviyo (recent campaign more than doubled revenue of featured units sold compared to daily average)
- Ideate messaging and write all content for all campaigns including: blogs, emails, display ads, social ads, and landing pages
- Create and continually optimize PLPs, PDPs, and other product data for the entire Zest catalog (2k+ products) hosted on Magento and third-party procurement platforms
- Collaborate with Ecommerce, CS, Product, and Sales teams when deploying promotions and product launches to ensure brand consistency throughout the customer journey
- Work with Quality and Document Control teams to ensure regulatory compliance of all marketing materials and literature
- Manage vendor and freelancer relationships and delegation

Content Marketing Manager

HR Acuity, Florham Park, NJ (Remote)

October 2022 - February 2023

Responsible for developing & executing a content strategy that aligned with the overall marketing and business objectives.

- Created and oversaw the production of gated and ungated content assets: whitepapers, case studies, videos, webinars, infographics
- Created a comprehensive content calendar that included: blogs, social media posts, and emails
- Managed the company's agency and freelance relationships
- Led the initiative to implement a new project management software, increasing productivity and team communication
- Collaborated with the Head of Demand Generation to track content performance in Hubspot, Semrush, Google Analytics, and Google Search Console
- Researched audience demographics, industry trends, best practices, and emerging technologies to create thought leadership content

Copywriter

Propeller Communications, Summit, NJ (Remote)

March 2022 - October 2022

Wrote for a prominent brand in the pharmaceutical industry across marketing channels including: paid social ads, display ads, email marketing, and video production

- Was hired as the agency's first client-facing copywriter due to strong presentation and speaking skills
- Produced the winning tagline in a multi-million-dollar brand deal over work of the competitor
- Adhered to strict regulatory and legal guidelines, ensuring all manuscripts met high editorial standards with reputable annotations, footnotes, and references
- Conducted intensive research to understand the disease state, drug mechanism of action, efficacy, and other statistics to aid in content production
- Collaborated with Design, Digital Production, Project Management, and Account teams to ensure smooth communication and high-quality finished products

Wonderist Agency, San Diego, CA

Senior Copywriter

June 2019 - March 2022

Responsible for creating engaging content for 100+ clients across paid & organic channels.

- Was awarded "Employee of the Year" for 2020
- Onboarded and interviewed doctors to advise on brand voice and content strategy, helping them stand out with strong SEO and authentic online presences
- Interviewed and trained new copywriters
- Founded agency's UX team which included the heads of the SEO, PPC, Web, and Design teams

EDUCATION

California State University San Marcos, 2018

Bachelor of Arts (BA), Literature and Writing, Minor in French, *Magna Cum Laude*

Palomar Community College, 2016

Associate of Arts (AA), French, *Cum Laude*

TECHNICAL SKILLS

G-Suite, Google Analytics, Google Search Console, Sprout Social, Webflow, Shopify, Wordpress, Figma, Klaviyo, Adobe Creative Suite, Monday.com, Stripo, Magento, Pastel, Wix, Canva, Airtable, Asana, Notion, Ziflow, Google Ads, Loom, Semrush, HubSpot, PageSense, Zoho CRM, Zoho Social, Slickplan, ChatGPT, Jasper.ai, Grammarly