

Carla Reid

Summary

A jack(ie) of all trades wordsmith who likes persuading folks to part with their money.

Witty, well-above average wordsmith with a natural flair for crafting provocative copy for both digital and traditional marketing spaces. **Storyteller** with a knack for simplifying complex and technical content for a better customer/user experience. Team player **who** plays nice in the sandbox and works well with others and who doesn't get **caught** up in semantics unless they mean something. Wordsmith who can't quite figure out when and why it became acceptable to use **your** instead of you're. A humbled soul who craves creativity — not **attention**.

Experience

Senior Copywriter

Experian Consumer Services, Costa Mesa • 2012-Present


- Create online content designed to attract, influence and retain targeted audiences for Experian's consumer products offerings through its consumer brand web sites—freecreditscore.com; freecreditreport.com; creditreport.com; ProtectMyID.com; Experian.com and social media sites.
- Continuously drive high-volume traffic to consumer brand websites by creating strategic, focused and engaging CRM email marketing campaigns using A/B testing and analytics.
- Work with Graphic Designers and product teams to create online marketing and sales content for web and landing pages, transactional and immediate-bill offers, paid search content and text link advertisements, as well as write articles relative to Experian's credit and identity-theft products.
- Collaborate with UX team to create wireframes and design web pages that provide an exceptional user experience on Experian's consumer brand websites.
- Create content for Experian Affinity Partners—AAA, AMEX, and USAA—public websites offering customers white-labeled Experian consumer products.
- Collaborate with Affiliate Account Managers to create effective Internet marketing campaigns that generate high-volume traffic and conversions.
- Use SEM/SEO best practices to strategically optimize and convert inbound traffic to Experian's consumer brand websites.
- Work closely with Compliance Department to ensure content is compliant with Credit Repair Organizations Act (CROA).

 (310) 650-7766

 www.ReidWell.com

 Carla@ReidWell.com

 www.linkedin.com

 Santa Monica, CA



Experience

Senior Writer/Contract

Transamerica, Los Angeles • 2010-2011

- Published weekly General Agent e-newsletter that kept GAs informed about product, compliance and regulatory news.
- Created copy for ads, flyers, brochures, internal and external communications promoting investment and retirement products.
- Wrote consumer-facing content for company website Transamerica.com: Investments; Retirement; Solutions.
- Edited and proofread marketing communications as needed.
- Worked closely with Legal/Advertising Compliance to ensure content was compliant for both digital and traditional marketing channels.

Senior Copywriter/Editor

ING, El Segundo • 2006-2010

- Wrote, edited and published monthly e-newsletter for ING's 7000 advisors. Streamlined publishing processes for a timelier, education-focused communication and substantially increased readership.
- Wrote and edited content for ING's two smaller risk-focused newsletters.
- Developed distinctive ING "orange" brand voice for each of the company's four broker-dealers and wrote corresponding brand guidelines.
- Wrote sales and marketing collateral, i.e., ad campaigns, brochures, direct-mail mailers, print-on-demand solicitations, postcards, advisor-recruiting collateral, PPT presentations, product guides, talking points, scripts and speeches.
- Wrote, edited and proofread content for company website and intranet site.
- Worked closely with Channel Marketing Managers and Project Managers to ensure creative was timely, accurate, effective and on brand.
- Worked closely with Compliance Department to ensure all marketing and communications collateral followed the Financial Industry Regulatory Authority (FINRA) regulatory standards.

Freelance Writer

Burbank/Los Angeles • 2003-2006

- Wrote, edited and updated instructional content for technical guides and manuals.

Education

BA Journalism


University of Oregon -Eugene, OR

 (310) 650-7766

 www.ReidWell.com

 Carla@ReidWell.com

 www.linkedin.com

 Santa Monica, CA