# STEFANIE MCLEOD

**Senior Copywriter**
**Content Writer**
**Proofreader**


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| Omaha, NE


## MY STORY

I have over a decade of experience as a copywriter and proofreader in both in-house and agency environments. I shape brand voice and deliver content that is both strategic and high-quality, seamlessly shifting from 155-character meta descriptions to 1,600+ word blogs and everything in between.

## MY SITES

| SMcLeodCopywriting.com
| LinkedIn.com/in/SMcLeodCopywriting
| TLDRBookBlog.com

## MY SKILLS

- Copywriting, Content Writing, and UX Writing
  - Agency and In-House, B2C, B2B, Brand, eCommerce, Print, Web, Social, Mobile, Email, Radio, TV, SMS, Long Form/Blogs, Direct Response, Internal Comms
- AP Style Proofreading and Editing
- Content Integration
- Cross-Platform Messaging
- Operational Efficiency
- Quality Assurance
- Research
- AEO and SEO Optimization
- Audience Segmentation
- Cross-Functional Team Collaboration

## MY TOOLS

- ChatGPT
- Claude
- Figma
- Microsoft Office Suite
- Smartsheet
- WordPress

## MY AFFILIATION & EDUCATION

**Nebraska Writers Guild Member**

**Copywriting Certificate**
Mediabistro – New York, NY
**B.A., Communication & Rhetoric**
English and Journalism Minors
State University of New York at Albany – NY
**Mass Communication & Broadcasting Program**
State University of New York at Oswego – NY

# MY CAREER JOURNEY

### SENIOR COPYWRITER

*Omaha Steaks, Omaha, NE [2021-Present]*

- Develop ARO- and SEO-optimized omnichannel advertising and marketing copy for external B2C and B2B audiences and internal communications, leveraging ChatGPT and Claude for ideation and editorial workflow.
- Own and maintain the brand style guide, language library, and 250+ active SKU copy database.
- Collaborate with the creative team, project managers, marketing, social, B2B, IT, UX, HR, and VPs to align with strategy and campaigns.
- Craft quarterly toolkits to support each quarter's unique theme and activations while enhancing evergreen lockups.
- Act as primary creative proofreader and support marketing proofreader.

### STAFF WRITER

*Beauty News NYC, Freelance [2023-2025]*

- Crafted compelling storytelling and product-focused articles for lifestyle, fashion, beauty, and wellness brands.

### FREELANCE WRITER & PROOFREADER

*SMcLeod Copywriting, Owner [2020-Present]*

- Deliver clear, effective content tailored to client goals, brand voice, and target audiences.
- Review content for grammar, spelling, accuracy, consistency, and adherence to guidelines while providing recommended edits for clarity.

### ASSOCIATE COPYWRITER

*Austin Williams, Hauppauge, NY [2015-2020]*

- Produced omnichannel creative advertising copy that adhered to the brand identity for over 30 clients in the healthcare, financial, higher education, hospitality, legal, non-profit, and real estate sectors.
- Collaborated with account and design teams to develop content that maintained consistency with brand marketing and message strategies.
- Supported improved search rankings through SEO-optimized copy.
- Conducted website content audits and potential client research to inform content strategies.
- Acted as a secondary proofreader, ensuring high-quality copy that met agency standards.

### PREMIUM CONTENT WRITER

*BKA Content, Remote [2018-2019]*

- Wrote blogs and e-commerce content for industries ranging from legal, education, and hospitality to sports memorabilia, fragrance, and fashion.
- Worked independently and managed up to 20 weekly assignments.

### SUPERVISOR

*M.J. Beanz, East Northport, NY [2013-2015]*

### ACCOUNT EXECUTIVE

*Don Jagoda Associates Inc., Melville, NY [2011-2013]*

- Drafted winner notification documents, conducted drawings/judging, and filed applicable legal documents.
- Primary point of contact for clients, including Unilever, Pepsi, Citizens Bank, JetBlue, and Staples.
- Conducted quality assurance for all websites.

### ACCOUNT SERVICES

*Honey Advertising, Carle Place, NY [2010-2011]*

- Researched, wrote, and edited all agency copy for B2B clients.
- Managed accounts and served as primary point of contact for clients.