

STEFANIE MCLEOD

Senior Copywriter
Content Writer
Proofreader

 | 516.659.6878

 | SMcLeodCopywriting@gmail.com

 | 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](https://www.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
- WordPress
- Smartsheet
- Microsoft Office Suite

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 omnichannel advertising and marketing copy for external B2C and B2B audiences – optimized for ARO and SEO – and internal communications.
- 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.