

Leslie McMann

Copywriter, Journalist and Content Manager

Skilled at quickly picking up voice and tone while juggling multiple brands, stakeholders and industries. The unicorn writer you're looking for.

PORTFOLIO:

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FULL-TIME EXPERIENCE

Copywriter – [Recognition Media](#)

MAY 2023 - JUNE 2025

- Sole copywriter for six in-house brands ([Telly](#), [w3](#), [Davey](#), [Communicator](#), [Signal](#), [Collision](#)) and two external clients ([TIME100](#) and [TIME Best Inventions](#)), juggling competing deadlines and priorities from multiple stakeholders.
- Developing content and copy across audience lifecycles and platforms, including: social media, paid ads, newsletters, email, website features, white papers, and CS communications, among other types.
- Using many different copywriting styles (creative, brand, direct response, web UX, email marketing) according to business needs. This role is responsible for all written content that comes from the 8 brands listed above.
- Integral to launching two new revenue streams within first six months at the company (Collision and TIME partnership). Developed brand voice and wrote all new creative and email marketing copy for both, with a pre-launch period of just 5 weeks (Collision) and 3 weeks (TIME).
- Supporting Director of Retention in scaling the email marketing program by exceeding KPIS and improving deliverability.
- Working with brand managers and content producers to develop new content strategies and expand creative output while improving quality.

Content Manager – [Inspectify](#)

MAY 2022 - NOV 2022 (laid off during 25% company reduction)

- Managing content marketing and SEO strategy as a one-person department. Writing, researching and editing blogs, thought leadership pieces, email campaigns, web UX etc. and making digital graphics for digital ads and social media.
- Managing company's social media from content ideation to publishing.
- Monitoring engagement analytics and presenting that data monthly to the leadership team. Engagement and impressions increased dramatically on all company profiles after implementing my strategy. Copies of metric reports available on request.

SKILLS

Canva, Sprout, Microsoft Office, Google Suite, Hubspot, Wordpress, Slack, SEMrush, ahrefs, Google Analytics, Generative AI (chatGPT, etc.)

Twitter, Instagram, LinkedIn, Tik Tok and Facebook

Proven SEO and engagement wins

“Very online” understanding of pop culture and media trends

Stage and camera performance experience

Wonderful sense of humor

“Scary fast” writing speed

EDUCATION

Skidmore College Bachelor of Science

Peddie School

ACHIEVEMENTS

I co-wrote an e-book, it's called [“GALVANIZE: How Humanized Copy Motivates a Brand and its Audience”](#)

Skidmore College Stephanie Mnookin Research and Creative Project Fund recipient 2017

- Writing corporate communications materials for use across departments, such as sales materials for the growth team, recruitment ads for HR, knowledge base for customers and contractors, and internal communications.
- Re-writing every page of the company website in collaboration with the product and design team.

Content Writer – [Emjay](#) and [Saucey](#)

AUG 2020 - MAY 2022

- Pitching and writing SEO-focused blog articles and branded editorial pieces for publication with partner brands. Several posts became top Google search results for their respective keywords.
- Writing website, SMS, social media and email copy with quick turnaround times. Website copy included: product descriptions, FAQs, brand page descriptions, location descriptions, and more.
- Keeping distinct voices for both brands (alcohol delivery service Saucey and cannabis delivery service Emjay) while conscious of their separate audiences and consumer bases.
- Emjay shut down in 2023.

2017-2020 I worked as a freelance researcher and production coordinator on TV documentaries and in wine/liquor/beer retail. I changed careers during the COVID-19 lockdown.

SELECT CONSULTING EXPERIENCE

Copywriter – [Good Time Brewing](#)

AUG 2024 - PRESENT

- Writing website content for a non-alcoholic DTC brand: taglines, SEO blogs, product pages, “find us” pages, and FAQs.

Social and Content Lead – [The Flower Agency](#)

SEPT 2022 - JAN 2024

- Writing copy for some of the cannabis industry’s top brands, including Grassdoor and Jetty.
- Interfacing with client marketing teams to steer content and social media marketing strategies.

Contributor – [Scouted, The Daily Beast](#)

APRIL 2022 - JULY 2023

- Writing sponsored content profiling CPG, wellness, beauty and cannabis products.
- Editors resurface my articles for their homepage years after I wrote them.

Copywriter, Team Lead (temp) – [Marketsmiths](#)

MAR 2022 - JUN 2022

- Clients include Pumpkin Pet Insurance, Savencia Dairy, Lavi Industries, and LinkedIn.