

Tab 1

Hello! My name is Tina and I am a copywriting and marketing professional with 10 years of experience. I have an active understanding of all things marketing. My favorite part of the job is helping strategists and clients discover the crux of their marketing needs through in-depth conversations, data analysis, social listening, or any other technique that gets to the root of desire.

For the previous three years, I worked as a Marketing Content Editor and Manager for G2, a buyer-intent company that relies on data to provide accurate information to their clients so they can make data-driven decisions. G2 also creates and publishes educational articles that cover every aspect of tech and B2B that you can think of – all with a mind on data analysis.

I noticed that we lacked a recognizable writing voice, and with all the content that exists online, we needed to find one in order to stand out. So I began to teach monthly writing workshops and coaching sessions that raised the quality and focus of work. Ultimately, I wrote a [style guide](#) from scratch and created a six-week course for all writers to explain our standards and gave the team explicit, actionable directions for meeting those standards. It's been such a joy to watch everyone build confidence and believe in their skills!

I'm very proud of the work that I did at G2. My expertise there was marked by the following highlights:

- Shortened publication process time by 15%
- Reduced the need for rewrites by teaching better writing and proofreading skills
- Created an in-house style guide to guarantee consistent voice across platforms
- Increased Learn Hub readership by 25% within two months by conducting craft and promotional audits to engage our audience

Thanks for reading all this. I hope to speak with you further to find out if we're professionally compatible. You have every reason to trust that my skills and experience put me ahead of any other candidate.

Tina West

Tab 2

Tina West

west.tina.209@gmail.com <http://www.editsbyt.my.canva.site>

EXPERIENCE

G2, Digital Content Editor and Manager

February 2022 - October 2024

- Copy edited written materials created by the global content marketing team and freelancers
- Published 20+ articles per week by editing for errors, clarity, and tone as measured by our editorial standards
- Elevated our expectations for writers by creating a department style guide used by hundreds of colleagues
- Improved writing quality by teaching a six-week course focused on research, drafting, and organization
- Taught writing and researching to freelancers
- Provided in-depth peer reviews for colleagues' content, including competitive analysis, and design checks
- Maintained our editorial processes by meeting all deadlines and working within our software stack as required to keep stakeholders informed of our strategies
- Discovered areas of improvement and opportunities for team editing processes and solutions alongside our India-based copy editors by implementing efficient Asana workflows
- Refined content for search engines and lead generation purposes; stayed up-to-date with SEO and on-page best practices

Kelly Jean Fitzsimmons College Essay Tutoring & Coaching, Freelance Tutor

November 2019 - January 2022

- Taught students in-person and online
- Coached students of diverse backgrounds and skill levels to raise the quality of work and interest
- Planned lessons for individual students and groups
- Edited essays and provided feedback for improved writing
- Coached junior tutors so they provided top quality assistance
- Led presentations about the dangers of Gen AI to reduce stolen work

Synaesthetic Theatre, Brooklyn Copywriter

January 2012 - October 2021

- Wrote copy for a variety of Synaesthetic's media including newsletters, video, and website (www.synaesthetic-theatre.com)
- Edited work to ensure high editorial standards were met across all content outputs
- Collaborated with creative, product, and marketing to assess project needs and messaging

Top Secret Reading Series, Brooklyn Founder and Curator

November 2009 - June 2015

- Curated community reading series
- Paired emerging actors with writers to perform short stories in various bar and café settings in Brooklyn
- Provided feedback for both actors and writers
- Offered optional writing workshops for writers before and after performances

Synaesthetic Theatre, Brooklyn *Educational Manager*

December 2008 - December 2010

- Designed and taught weekly continuing educational workshops for theatre company members that included movement, voice, and collaborative writing
- Designed and taught continuing educational workshops for theatre professionals and high school students in New York City
- Produced theatre workshops in movement, acting, and writing taught by established theatre professors in New York City

EDUCATION

New York University, New York, New York— *BFA, Dramatic Arts*

August 1997- May 2001

- Cum Laude Graduate
- Writer, Director, Producer of *Looking for Boo Radley*, award-winning adaptation of *To Kill a Mockingbird*