

# KELSEY LEPPERD | CREATIVE CONTENT WRITER + EDITOR

Oakland, CA | [LINKEDIN.COM/IN/KELSEYLEPPERD](https://www.linkedin.com/in/kelseylepperd)

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## SUMMARY

Creative, detail-oriented, and flexible writer and editor with experience in campaign strategy and digital marketing initiatives to drive brand awareness and engagement. Ambitious and positive team player with a diversified skill set to reach targeted and new audiences for established and emerging brands in luxury and lifestyle industries. Results-driven storyteller. Proven successful in driving organic search traffic (1100% increase in organic search and \$8m in sales over 7 years) by developing unique on-page content, in-depth information about products and services, and sharing information through social channels to drive links back to websites. Passionate about collaborating with brands that value good design and an authentic, unique voice to create positive, intentional user experiences.

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## KEY PROFICIENCIES

superior writing + editing | meticulous eye | CMS platforms | B2B copywriting | exceptional time management | creative thinker + problem solver | detail-oriented | Google Suite | email campaigns | brand awareness | brand marketing | SEO | proficient knowledge of The Chicago Manual of Style, AP, + MLA | Spanish language proficiency | social media management | brand development | proofreading | blogging | content development | product copy | verbal identities | copywriting | ecommerce copy | website development | marketing copy | multi-tasking | self-motivated

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## ACCOMPLISHMENTS

Margarit Mondavi Graduate Fellowship – “Writing Addiction: Fiction’s Responsibility in the Face of Crisis” | American Association of University Women’s Book of the Month Webinar | Honorable Mention for Best Fiction – *Periphery Arts + Literary Journal* | English Department + University Honors | Associated Collegiate Press Pacemaker Award for *Periphery Arts + Literary Journal* | Slay Fund for Social Justice Grant Recipient

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## PROFESSIONAL EXPERIENCE

Writer and Editor

- **Lumens | 2021 – Present**  
Copywriter, Brand Marketing
  - >> Implement new brand voice for written content across all channels
  - >> Research and produce 6+ original SEO-friendly articles/month
  - >> Produce 2 press releases/month + media pitches
  - >> Lead copy and secondary QA for 10+ emails/week
  - >> Lead copy for all direct mail initiatives with circulation of 1 million+/issue
  - >> Lead copy across social media channels
  - >> Oversee tone + brand consistency for site, social, email, and content hub
  - >> Strategize cross-functional social media efforts to strengthen brand identity, increase follower count
  - >> Pitch original content ideas to support marketing campaigns + meet company-wide revenue goals
  - >> Published works include: [Memphis Style](#); [Northern Lights: See the Colorful Side of the Scandinavian Look](#); [Sustainable by Design: The EU’s ‘Right to Repair’ Law](#); [The Evolution of the Task Lamp](#), and more
- **Regular contributor to Country Home Magazine | 2020 – Present**

>> “Layered With Love: Mixing Family Heirlooms and History With Her Own Contemporary and Colorful Collection, a Vintage Dealer Brings New Life—and Lots of Light—to This 19<sup>th</sup>-Century Farmhouse” (Forthcoming, Summer 2023)  
>> “Shining Star: Balancing the New With the Old, A Couple Renovates and Restores a 19<sup>th</sup>-Century Farmhouse With Patience, Planning, and Little Bit of Magic” (Fall 2022)  
>> “Cottage in Bloom: With a Long-Nurtured Vision and a Positive Attitude, A Couple Restores a 1940s New York Cottage With Love—and Labor” (Spring 2022)  
>> “Against the Grain: To Make a Dream Home Materialize, One California Couple Takes a Risk, Breaks the Rules, and Even Manages to Stay Within Their Budget’s Confines” (Summer 2021)  
>> “Into the Woods: In Search of a Peaceful Haven, a Southern California Designer Returns to the Forests of Her Youth” (Fall 2020)

- **eComegy/[Emerge Growth Strategies](#) | 2014 – Present**

Lead in-house B2B copywriter producing high-ranking, SEO-optimized web content across 15+ clients

>> Created long and short-form consumer focused marketing content using Canva and CMS platforms that converts into sales (increase \$8m over 7 years) and brand recognition (increase 51,000+ users over 7 years)  
>> Increased organic search traffic by 1100% over 7 years through execution of original social, search, and online content  
>> Managed content and organic search optimization of 10 websites  
>> Produced monthly newsletter campaigns for 15k subscribers, ad copy, and product copy for e-commerce channels  
>> Produced press releases for audiences exceeding 70 sources to support rebranding campaigns and new product launches  
>> Developed and managed brand awareness via social media channels

- **[bde](#) | 2020**

Freelance copywriter for design industry public relations firm

>> Sustained individual brand voices for [Allsteel](#), [FLOS](#), [Gunlocke](#), [ligne roset](#), [ligne roset contract](#), [loll designs](#), [nanimarquina](#), and [Shaw Contract](#) through weekly Instagram, Pinterest, Twitter, and LinkedIn posting for audiences exceeding 190k followers  
>> Created industry-specific press releases for national and international dissemination

- **Creative Consultations | 2014 – Present**

Full-service creative consultations for writers of fiction and nonfiction

>> Executed line-editing, proofreading, and manuscript evaluation for >5 clients

#### Publicity + Editorial Intern at Counterpoint Press/Catapult/Soft Skull | 2019

>> Composed and executed weekly galley and final mailing lists for 60+ contacts  
>> Researched and pitched new releases to national, local, and niche media contacts for print and digital coverage  
>> Composed and edited press releases, and all other necessary collateral for new publications  
>> Read and evaluated 15 fiction and non-fiction manuscript submissions

#### Instructor of Introduction of Creative Writing: Fiction at UC Davis | 2018-2019

Instructed full class of 22 undergraduate students

>> Designed unique syllabus to include contemporary readings and pedagogical activities related to the craft of fiction writing  
>> Led workshop style seminars  
>> Completed feedback and assessment of all enrollees

#### Senior Editorial Assistant at Drake Community Press | 2011-2014

Co-founded the Drake Community Press

>> Secured \$50,000 in grant funding  
>> Liaised between 15 university and community partner constituents  
>> Co-wrote/co-edited *The Ones I Bring With Me/Los que llevo conmigo: Iowa's Young Latinas on Education, Identity and Success*

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## **PREVIOUS COLLEGIATE EXPERIENCE**

Founder/Editor-in-Chief of *Everyone You Know*

Marketing Director at *Periphery Arts + Literary Journal*

Judge for Drake University Emerging Writer Award

President/Founder of Drake University Writers Circle Workshop

Assistant Poetry Editor at *The Rumpus*

Editor-in-Chief of *Periphery Arts + Literary Journal*

Editor at *Periphery Arts + Literary Journal*

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## **EDUCATION**

University of California, Davis | Graduated 2019

MA in English/Creative Writing – Fiction

Drake University | Graduated Magna Cum Laude 2014

BA in Writing, Certificate of Competency in Spanish, Minor in Study of Culture + Society

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