

# LauraBess Kenny

Content Specialist | Marketing Copywriter | Editor

## EXPERIENCE

### E-Commerce Content Specialist

#### McKesson Medical-Surgical

April 2021 - Present

Richmond, VA

Medical distributor offering healthcare supplies, care management tools, clinical resources

- Produce written and visual content that supports growth of B2C e-commerce channel.
- Craft SEO-optimized copy for thousands of products for e-comm marketplaces like Amazon, Walmart, eBay, Costco.
- Create and optimize product listings for McKesson's B2C website, which experienced 130% growth and \$15 million increase YOY in its first year after launch.
- Manage digital initiatives and partner with internal stakeholders and external brands to execute product launch campaigns, including high-profile products like at-home COVID test kits, which made over \$1 million in 2 months
- Design and deliver hundreds of marketing assets, including sales sheets, blog posts, infographics, content overlay images, and more.

### Freelance Editor & Writer

2014 - Present

Richmond, VA

- Proofread and provide content and line edits for novels and short stories.
- Write, proof, and edit content like blog posts, web copy, and proposals for a variety of clients, including vet clinic, creative design agency, marketing agencies, and bathware company.

### Marketing Specialist

#### Virginia Farm Bureau Insurance Company

Sep 2019 - April 2021

Richmond, VA

Insurance company and agricultural advocacy federation

- Wrote engaging digital marketing copy for web, social media, and emails to generate leads, activate product launches, enable sales, upsell, and cross-sell.
- Crafted tailored email marketing campaigns for 93K+ recipients; first campaign led to 14% increase in online account creation.
- Planned and executed outbound and inbound marketing initiatives to reach target audience through appropriate channels (social media, email, TV, etc.)
- Managed branded content creation for institutional sponsorships like Virginia Tech, UVA, and VCU; early 2021 VT campaign resulted in over 2 million+ impressions.
- Designed and produced sales tools and creative assets for print and digital, such as brochures, signage, and event branding.

### Marketing Content Writer

#### Evergreen Enterprises

Jan 2017 - Sep 2019

Richmond, VA

Garden and home décor wholesaler

- Crafted engaging and informative copy for thousands of home and garden products across several e-commerce channels, including Amazon and Wayfair.
- Produced digital content, including SEO keywords and meta descriptions, for company's first B2C website, which beat its year-end goal by more than 31%.
- Coordinated creation of B2C marketing emails sent twice a week to 43K subscribers; in less than a year, the campaign comprised 11% of total site revenue.
- Wrote and edited copy for catalogs, collections, retail signage, product packaging, B2B projects; adjusted voice based on brand and medium while adhering to all content standards

### Marketing Coordinator

#### Metro Productions

July 2015 - Jan 2017

Richmond, VA

Script-to-screen video production company

- Founded and authored Metro's company blog, which reached a monthly audience of 6.5K.
- Created branded copy and imagery across multiple social platforms like Facebook, Twitter, Instagram, and LinkedIn.
- Wrote and designed marketing collateral, promotional content, and case studies.

## SKILLS

- Writing, Proofreading, Editing, Content Creation
- Blogging, Press Releases, Social Media Marketing
- Email Marketing (*Constant Contact, MailChimp*)
- CMS (*Magento, Squarespace, Wordpress, Wix*)
- Graphic Design (*Canva, Photoshop, InDesign*)
- B2C, B2B2C, B2B Marketing

## CONTACT

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## ABOUT

I am a creative, intuitive writer and editor, enthusiastically transforming ideas and research into compelling content. My passion for storytelling translates onto the page or screen, resulting in an authentic and engaging final product.

## EDITED PUBLISHED WORKS

### "The Lemonade Stand"

Scott Loring Sanders, *Ellery Queen Mystery Magazine*, 2022

### "Magic 8 Ball"

Scott Loring Sanders, *Best American Mystery Stories* 2019

### "The Hookerman's Backyard"

Scott Loring Sanders, *Best American Essays* 2019

### "Waiting on Joe"

Scott Loring Sanders, *Best American Mystery Stories* 2018

### *Surviving Jersey: Danger & Insanity in the Garden State*

Scott Loring Sanders, 2017 (Outpost 19)

### *Shooting Creek and Other Stories*

Scott Loring Sanders, 2017 (Down & Out Books)

## EDUCATION

### Virginia Tech

Bachelor of Arts, Communication

May 2014, Blacksburg, VA

*Magna Cum Laude*

LK