

ALISHA ROBINSON

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SUMMARY

Award-winning wordsmith and content strategist, specializing in driving readership and sales. Adapts well to change and has a true passion for strategic marketing, with more than 10 years of experience writing for both internal and external audiences. A self-starter that is dedicated to strengthening and uplifting brands through interesting content. Always willing to test new methods to reach the best outcome. Easily influenced by data, leaning heavily on research to deliver best practices and intelligent recommendations. Incredibly focused on bringing positive energy to work every day to motivate my team and achieve desired results.

EDUCATION

**Southern Illinois University (SIU),
Carbondale, IL**

August 2009–August 2013

Bachelor of Science in Journalism

Specialization: News-Editorial

Minor: History

SKILLS

- Excellent written and verbal communication skills
- Proficient in Associated Press writing style
- Efficient in Microsoft Word, Excel, and PowerPoint
- Knowledge of Adobe Illustrator, InDesign, and Photoshop
- Solid experience with several social media platforms
- Able to quickly interpret new information to create content

PROFESSIONAL EXPERIENCE

Brand Content Strategist

KELSEY-SEYBOLD CLINIC | JULY 2022-PRESENT

- Managing the budget for and coordinating with external agencies, as they design and develop creative pieces and sales collateral
- Leading the effort to develop custom content and messaging, strategically planning, writing and editing for brochures, case studies, presentations, speeches, webpages, blog posts, etc.
- Operating as a strategic leader for the marketing team ensuring that content creation works to achieve business goals and meets deadlines
- Interacting and supporting all stakeholders, aligning on advertising and communications

Senior Creative Marketing Writer

INSPERITY | AUGUST 2019-JULY 2022

- Wrote targeted, compelling, timely content and copy for internal and external audiences
- Worked effectively in team settings, collaborating with writers, designers, account managers, reviewers and legal
- Met all deadlines through an agile team format, participating in brainstorming, sprints, roadmaps and contexting
- Writes most types of content, including product information sheets, brochures, web copy, case studies, presentations, campaigns, blog posts

Copywriter

SOFTWAY SOLUTIONS | JUNE 2018–AUGUST 2019

- Developed content for ExxonMobil's E&PS group, focused on change management
- Created content for bi-weekly newsletter, including emails and articles
- Conducted interviews with subject matter experts for content development
- Wrote copy for print and digital pieces, videos, speeches, emails and swag
- Built and fostered client relationships

Marketing Communications Manager

WINTRUST FINANCIAL CORPORATION | SEPTEMBER 2015–JANUARY 2018

- Trained, managed and assigned projects to individuals on the communications team
- Created content for internal and external communications, adjusting tone for specific outlets
- Assisted in writing and editing company's shareholders' letter and press releases
- Developed radio spots, social media content and advertisement copy for Chicago Cubs and Chicago White Sox sponsorship
- Assisted the CEO and executives with PowerPoint creation, speech writing, etc.
- Wrote copy for digital ads, print ads, flyers, postcards, posters, billboards, brochures, customer letters, emails and more
- Developed and maintained company's website content and financial blog

Content Developer

NIIT COGNITIVE ARTS | MARCH 2014–AUGUST 2015

- Designed and developed training materials for companies, such as Aon Hewitt and Cummins
- Contributed to global learning and development teams as the lead instructional designer
- Demonstrated and utilized effective content acquisition and development skills for end user manuals
- Conducted interviews and performed analysis for new projects that led to development