

# Betsy Floyd

Los Angeles, CA | (253) 973-9010 | betsyfloyd27@gmail.com | <https://www.linkedin.com/in/betsyfloyd>

*Copywriter with strong content ideation skills and the ability to write powerful messaging while upholding brand authenticity, who strives to always provide value for the consumer.*

## PROJECT EXPERIENCE

**SkyStrategic Software** Tacoma, WA June 2020 - Present  
**Contract Copywriter & Content Strategist**

- Transformed A.I. software offering into clear copy for impending website launch
- Created cohesive content strategy

**Hyperflyer** San Francisco, CA March 2020 - Present  
**Freelance Content Creator**

- Interviewed over 15 different restaurant owners for 12 blog posts, with some posts receiving over 1K views
- Assisted Hyperflyer in starting a new business partnership with restaurant owner
- Worked with editor to explore more topical territory to diversify and expand blog content

**Hey Lizzie Ann** Seattle, WA March 2020 - August 2020  
**Freelance Copywriter**

- Edited and optimized preexisting content in e-book, resulting in client's successful e-book sales and 100% customer satisfaction
- Revamped website content to generate leads and strengthen brand voice

**Hindsyght** Laguna Beach, CA May 2020  
**Freelance Copywriter**

- Rewrote content for this B2B's landing page, resulting in increased engagement from millennial visitors
- Wrote new script for landing page's video

**Studio Brinks** Walnut Creek, CA February 2020 - April 2020  
**Freelance Copywriter & Content Creator**

- Created Instagram campaign for agency's client to boost brand awareness and customer engagement
- Wrote multiple blog posts for branding agency to engage and educate prospective clients

**Gravitas Information Security** Seattle, WA January 2020 - May 2020  
**Freelance Copywriter**

- Identified USP and co-created company branding campaign
- Developed copy for website and utilized SEO best practices

## EDUCATION

**Boston University** Boston, MA 2017  
Master of Fine Arts, Screenwriting

**University of Washington** Seattle, WA 2015  
Bachelor of Arts, Creative Writing

**SKILLS** SEO, content strategy, social & digital copy, Adobe Creative Suite

