

AIMEE ALGAS ALKER

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PROFESSIONAL PROFILE

I'm a content strategist and creator, and a sharp and nimble editor and writer. I plan and craft messages in both short- and long-form copy that are concise, expressive, and memorable.

Above all, I am fascinated by what makes people tick, which comes through in my attentive and thorough interviews, in my collaborations with other creatives and stakeholders, and especially in what a former manager has called my "deep empathy and concern" for my audience.

RELATED EXPERIENCE

1+ years of content marketing strategy and creation

9+ years of writing and editing for content marketing, ecommerce, agency, and lifestyle

11+ years of editing, copyediting, and proofreading marketing materials, including email, websites, print collateral, and advertising

11+ years of editing, copyediting, and proofreading fiction and nonfiction novels, and reference books and other study materials

RELATED WORK

2018 to 2019 | Groupon

Merchandising Content Editor

- Forged and fostered relationships with stakeholders in all verticals on the sales and merchant development teams to increase sources for merchant-based content
- Co-created a process for requesting merchant contacts from the sales and merchant development teams
- Conceived and led the copy side for the 2018 Mother's Day campaign, which included both long- and short-form copy, writing and collecting articles, creating emails and subject lines, and crafting other marketing copy
- Conceived, created, and developed content marketing to pair with merchandising promotions to align with goals from stakeholders across the business
- Pitched and developed video content for social media and other marketing channels
- Conceived, pitched, and developed seasonal and ongoing e-commerce digital campaign content, such as merchandising promotions, banner ads, social media, subject lines, and content marketing, to align to cross-functional business goals
- Wrote and edited informative, engaging, compelling, accurate, and entertaining copy to increase business value, cultivate customer relationships, and drive action
- Collaborated with cross-functional business partners, and used consumer and competitive research and analysis to develop and elevate merchandising content
- Identified and adjusted tone to shape messages for segmented audiences
- Proposed new, forward-thinking ideas that improve merchandising content's value, style, approach, or efficiency
- Ensured brand voice, writing, and transparency standards were met in all written copy while meeting deadlines
- Worked with brand marketing and social media teams to build and execute marketing content strategy through competitive research, platform determination, messaging, and audience identification
- Ensured long-form content was SEO optimized in line with current best practices
- Ensured correct punctuation, spelling, and grammar, defaulting to Chicago Manual of Style or American Heritage Dictionary unless stated in the house guidelines
- Worked in multiple content management systems to write, edit, and publish content to Groupon's website and social media platforms
- Created procedural documents for various processes used in publishing content to the website

2015 to 2017 | American Society for Clinical Pathology

Publishing Editor

- Effected the high-quality editorial development of professional references (including books, self-study guides, and associated ancillary materials) in print and electronic media for the laboratory/pathology profession

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- Maintained the reputation and prestige of ASCP publications through careful maintenance of publishing editorial standards
- Managed editorial aspects of publishing from peer-reviewed base materials through inventory delivery, in conjunction with other areas of the Society, and a variety of vendors, as most useful and efficient

CheckPath Product Manager

- Provided project management and editorial expertise for the CheckPath product, a quarterly CME offering for pathologists and lab professionals including 12 case studies per quarter and an evaluation
- Coordinated and managed the production and preparation of the CheckPath product components (including receiving contributed items/specimens, preparing case histories and discussions, and supporting the development of the online offering)

2011 to 2015 | Groupon

Writer

Wrote merchant profiles and daily deals

- Delved deeply and quickly into research to gain specific knowledge about any of a wide range of services and products in beauty and style, leisure and activities, and food and drink sectors
- Wrote with an informed voice about the merchant to create the merchant's deal copy and profile
- Selected key features and benefits for the deal's offered services or products
- Pioneered the creation of special profile treatments for top-level food and drink merchants
- Worked closely with sales department to craft "spec" profiles for prospective high-quality merchants
- Remain agile to work in different channels and towards different goals: SEO, social media

Developed, produced, and wrote stories, primarily about food and drink, for [Groupon Guide](#), Groupon's lifestyle blog

- Pitched and produced compelling stories highlighting trends and tips, mostly for the food and drink vertical, but also leisure and activities, and beauty and style
- Developed engaging content incorporating not just photos and copy, but also video when possible
- Identified resources, including industry experts, and conducting interviews when needed to inform articles
- Generated related content not only for the blog, but across channels, including social media, deal pages, and merchant pages
- Art directed each story, collaborating with photographer on images, and coordinating and producing photo shoots, as well as planning overall look-and-feel for each story
- Collaborated with marketing to create a synthesized campaign that included a trend piece, an in-depth merchant profile, and/or other written pieces
- Assisted in planning content calendar for Food and Drink vertical
- Three awards for most-viewed story of the quarter

2005 to present

Freelance Copyeditor

Prepare manuscripts for print, seeking out errors in text and layout

- Fiction, including historical, period and contemporary novels, and reprints
- Consumer nonfiction including sports, medicine, beauty and style, Christian, and parenting
- Continuing medical education
- Financial reports, including securities, HUD and tax compliance

Adept at implementing style guides, including Chicago Manual of Style, AP, and AMA

Full title and client list available upon request

EDUCATION

2000–2005: MFA graduate studies, Fiction Writing, Columbia College Chicago

1996: BA, Communication, DePaul University