

COURTNEY O'LEARY

Storyteller. Collaborator. Organizer.

PROFILE

Passionate digital copywriter with 20 years of professional work experience in communications. I write clear, captivating content and wield words as the powerful change makers they are. As an editor and proofreader, I ensure accurate, consistent messaging for multiple platforms and diverse markets while meeting deadlines and budgets.



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COPYWRITER, FIRED UP COMMUNICATION, 2009-PRESENT

I transform the vision of my clients into dynamic online user and marketing content that maintains the company's brand and style, while being clear, concise, and compelling. Clients include:

SUSTAINABLE PURCHASING LEADERSHIP COUNCIL: GLOBAL, B2B NON-PROFIT

Develop, manage, update, and execute an overarching communication plan, including social media, newsletters, events, and direct member communications. Media outreach and PR planning for three large scale events annually. Draft and edit press releases and media invites. Create marketing content and timing for sponsor and partner promotion. Produce membership welcome materials.

BARCO: PUBLICLY LISTED LIGHTING TECHNOLOGY COMPANY

Write online content including customer stories (17 to date), plus press releases, internal newsletters, and media invitations about large-scale displays and projectors. Technical and jargon-heavy industry requires me to **understand and distill complicated information into consumer-friendly and globally accessible content.**

NASTY WOMAN WINES: A WOMAN-OWNED FEMINIST WINE COMPANY

Produced **1-2 monthly captivating blog posts** in 2021, capturing the tone and energy of company. Wrote extensive website SEO. Create collateral including website copy, brand documents, and email pitches.

CITIZEN RUTH: PROGRESSIVE B2C ONLINE RETAILER OF WOMAN-MADE CREATIONS

Wrote over **250 SEO-friendly unique product descriptions** as their brick-and-mortar stores pivoted to online retail during the pandemic. Created their 'About Me' page, encapsulating the essence of company ethos.

UPSWEPT CREATIVE: BRAND DESIGN AGENCY FOCUSED ON ONLINE MARKETING

Contract copywriter, creating exceptional content tailored to each client's business needs, most recently producing Oregon Center for Nursing's **interactive website content.**

COMMUNITY ENGAGEMENT

DEI BOARD MEMBER

Creston Elementary PTA
2019-current

Post bi-monthly DEI news and updates to school messaging platform. Lead a weekly food distribution initiative. Launched a volunteer afterschool literacy program for BIPOC. Founded the Social Justice Book Club. Created toiletry and clothing closet.

CO-FOUNDER, ORGANIZER

Creston Community Mutual Aid
2021- current

Coordinate local direct aid volunteer association to support local families from the profound impact of COVID. Send school-wide weekly communications for project. Distribute monthly financial support.

CHARLESTON DIRECTOR

Women's March on Washington,
January 2017

Coordinated and lead a successful Women's March on Washington in heart of the South grew from an expected 20 to over 3,000 attendees in less than ten days.

EDUCATION

BACHELOR OF ARTS
College of Charleston
Charleston, SC 2001

- English Major
- Women's Studies, Minor
- Dean's List every semester
- Golden Key Academic Honor Society
- English Club President
- Semester abroad at National University of Ireland, Galway

CAREER HIGHLIGHTS

Project manager. Contracted with over ten European communication agencies. Clients include Microsoft, Barco, Qatar's National Library, Belgium's Tourist Office, NorthGateArinso, Samsonite, Cargill, Brussels Expo, BNP Paribas, AB InBev, Waegener Healthcare, Tessengerlo.

Journalist. Wrote 100+ articles and advertorials for over 20 consumer, B2B, and lifestyle outlets with cover stories, section features, and columns including *Dallas Morning News*, *De Morgen*, *Bust Magazine*, *Flanders Today*, *The Bulletin*, *Elsevier Food International*, *Mt Pleasant Magazine*, and *Charleston City Paper*.

Deputy editor. Helmed two magazines and a newspaper, print and online. Helped launch e-magazine. Proofread two full-length books. Organized book tour.

COMMUNICATIONS DIRECTOR

Oldways and the Whole Grains Council, Boston MA
2005-2007

Redefined annual communication strategy for nutrition non-profit.

Designed and implemented annual strategic marketing and event-specific PR plans for **over 25 international events** including a national book launch, industry conferences, educational symposiums, annual meetings, press conferences and product launches.

Organized and led press tours, provided interviews, and hosted panel discussions. Press coverage, including Time, MSNBC, USA Today, New York Times and Associated Press, **increased in first year from 176 media hits to 262 and to over 550+ articles** in second year.

MARKETING DIRECTOR

Killington Chamber of Commerce
Killington, VT 2004-2005

Reversed financially struggling ski town association to a profitable networking group.

Revived lagging membership with **36 new members**, the largest increase since the association's inception.

Revamped membership directory into informative lure piece with distribution plan, **increasing profit by over 400%**.

Planned, researched, and realized a new newsletter and website design and launch, increasing unique web visits by a third.

PUBLISHING MANAGER
PlaneTree Self Publishing

PRE-PRESS EDITOR
BookSurge