

# STEPHANIE DORE


WRITER AND EDITOR

## CONTACT

 206.595.0063

 srcdore@gmail.com

 www.stephaniedore.com

 Tacoma, WA

## SKILLS

Hi there. I'm Stephanie, a Seattle (fine, Tacoma)-based writer, editor, proofreader and content strategist who's willing to push the boundaries to craft innovative human experiences. I believe that the written word holds endless potential. I thrive on great cross-functional partnerships, whether it's getting customers smoothly from homepage to happy purchase or establishing your voice through executive level thought leadership. And I bring an eye for detail to every piece of content.

I'm a strong visual thinker comfortable with fast turnarounds who can help you sharpen your content, slash character counts, craft witty headlines, and improve customer experience. I've worked in e-commerce, retail, consulting and tech, so both B2B and B2C are in my wheelhouse.

The first cassette I ever bought myself was Boyz II Men's *Cooleyhighharmony*. I have Whiskeytown lyrics tattooed on my arm and an original iPod framed on my wall. I run on iced coffee, dress in black because it's easier to match, and will give you advice on how to buy a diamond.

## EDUCATION

**Bachelor of Fine Arts**

**Rhode Island School of Design**

1999 – 2005

## WORK EXPERIENCE

### Freelance Marketing Content Writer

Jan 2020 – CURRENT

- Creating SEO-optimized, branded marketing content for clients in non-profit, retail, technology and more, including:
  - Contentful partner marketing program
  - Pike Place Market Foundation
  - University of Washington School of Public Health
  - Frank Darling
  - Royal Asscher Diamond Company

### Marketing Content Writer

Salesforce

June 2021 – March 2023

- Established external voice of Security at Salesforce, working directly with subject matter experts and executive team to develop well-researched, engaging thought leadership and marketing content (web, blog, ebooks, earned, owned) from concept to publication.
- Translated complex, technical ideas into engaging content that delivers business impact and educational value for target audiences.
- Content design for security.salesforce.com
- Drove development of the Salesforce Security blog, including partnering with design and engineering, content calendar creation and management, content development, writing, editing contributions, proofing, CMS publication, and analytics reporting.
- Collaborated with internal and external partners on campaign development the Salesforce Cybersecurity Learning Hub, Cybersecurity Awareness Month, and other executive priorities including placements on World Economic Forum's Agenda and Forbes.com.
- Assisted PR team with creation of newsworthy articles for executive media placements.

### Associate Creative Director, Marketing Content

Deloitte Digital





Aug 2017 – June 2021

- Content creation for partner marketing programs: Collaborated with multiple marketing teams and alliance stakeholders to deliver engaging, informative content across channels for events and campaigns.
- Wrote and edited for Deloitte Digital brand across video, UX, blog, print, events, ads, and thought leadership.
- Developed copy style guides, trained writing team and others in best practices.
- Collaborated closely with design team to bring marketing vision to life with consistent branding and low-risk content.
- Day-to-day mentoring and management of writing team, including hiring, training, reviews, and collaboration.

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## EXPERTISE

- Editing and proofreading: Ensuring content is error-free, grammatically correct, on-brand, clear, concise and engaging.
- Process improvement and efficiency: Able to work independently to manage multiple ongoing projects while meeting quick-turn deadlines with high-quality content
- CMS systems including: Adobe AEM, Butter CMS, Wordpress, Squarespace, Shopify
- Additional platform proficiencies: Adobe CC, Microsoft Office/365, Google Workspace, JIRA, Confluence, Trello, Slack, Smartsheet

## WORK EXPERIENCE

### Copywriter and Project Manager

Blue Nile

Apr 2015 – Aug 2017

- Wrote branded marketing content across platforms, including UX, SEO, product descriptions, email, blog, digital ads, print, and radio.
- Collaborated on development of brand voice and visuals throughout campaigns and evergreen website
- Worked closely with design, engineering, marketing, and product teams to ideate, create, and test effective communications and customer solutions.
- Project management for UX, visual designers, and photo studio.

### Creative Services Project Coordinator

Blue Nile

Feb 2014 – March 2015

- Project management for creative department including UX, design, and photo studio.
- Served as point of contact for creative team, liaison with marketing, merchandising, and quality assurance.
- Copywriting and editing, photo styling and asset management