

## TALENTS AND ACCOMPLISHMENTS

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- Protean writer, editor, and creative with over 16 years of experience and a polished portfolio.
- Master word manipulator who delivers lightning-fast, flawless editorial and advertorial copy.
- Research junkie with a propensity for synthesizing information into easy-to-digest morsels.
- Self-motivated innovator and enthusiastic collaborator who thrives in managerial and leadership positions.
- Accomplished wordsmith in a broad range of styles and across diverse industries and demographics.
- Award-winning author and adroit genre jumper.

## PROFESSIONAL EXPERIENCE

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**Senior Writer** February 2020 – Present  
**Adobe Inc.**

- Senior Writer on Adobe's DX Studio Core Content team responsible for writing content that explains advanced technology in ways that excite and engage marketers.
- Elevate content—from primary research to thought leadership—with compelling stories and deep insights.
- Work with video producers, creative directors, content strategists, designers, and other stakeholders to develop customer success stories, eBooks, videos, guides, nurture emails, promotional assets, and other lead gen materials.
- Write and host *Adobe Newsroom* promo videos.
- Initiated and developed the DX Studio Video Style Guide.

**Managing Editor/Senior Writer** January 2018 – January 2020  
**Adesso Brands**

- Developed the editorial voice of and managed all content across three brand websites.
- Oversaw a writing team made up of 10 freelancers and 3 full-time writers.
- Coordinated with the SEO team and developed the editorial calendar for three different blogs with daily posts ranging from 800 to 6000 words.
- Edited all content on branded blogs to ensure pitch-perfect copy and wrote select posts.
- Wrote all marketing-related content on branded websites, including product descriptions, video scripts, and campaigns.
- Worked closely with the social media manager to write and edit all blog-based social media posts and marketing campaigns.
- Wrote and edited eBooks and eCookbooks for promo and purchase purposes.
- Wrote landing and sales pages for all brands, as well as review articles for affiliate and unbranded sites.
- Extrapolated key research and talking points from published medical studies and wrote article summaries for consumer review.

**Freelance Marketing Writer** March – 2020 – March 2021  
**AbleTo, Virtual Behavioral Health Care**

- Worked closely with the VP of Design, C-suite executives, and the graphic design team on a website rebranding strategy to revamp the voice, content, and look of the corporate website at ableto.com.
- Collaborated with the Director of Marketing and Product Strategy to write all marketing materials, including digital and print posters, brochures, and email funnels, for a Costco Campaign aimed at introducing a new virtual therapy program to employees.
- Developed a style guide to provide content guidance across the organization and ensure brand consistency.
- Joined forces with the Lead UX writer to write content for seasonal campaigns, B2B2C communications, D2C acquisition, provider marketing, and referral marketing.

**Senior Editor/Content Writer** June 2013 – December 2017

### **Primal Nutrition, Primal Blueprint Publishing, Primal Health Coach**

- Provided comprehensive editing services for Primal Blueprint books, eBooks, and online courses, including bestsellers: *The Primal Blueprint*, *Primal Endurance*, *21-Day Total Body Transformation*, and *The South Asian Health Solution*.
- Collaborated with leading ancestral health researchers to write the Primal Health Coach Institute's Health Coaching Certification Course, the world's premier ancestral health coaching school.
- Wrote and edited on-brand copy and content for company websites: PrimalKitchen.com, PrimalBlueprint.com, PrimalHealthCoach.com, and MarksDailyApple.com.
- Crafted content for all marketing materials, newsletters, email campaigns, ad copy, sales and landing pages.
- Created all webinar, video, and audio scripts for Primal Blueprint and Primal Health Coach founder, Mark Sisson.
- Primary ghostwriter for Mark Sisson in B2B2C communications, whitepapers, eBooks, social campaigns, etc.

### **Managing Editor**

February 2017 – December 2017

#### **Quantum Wellness Botanical Institute**

- Served as Managing Editor of the Journal of Natural Longevity (JNL) semi-weekly e-newsletter and two company websites.
- Led strategic planning with the company's internal team for developing editorial and marketing content, consistently doubling projected online sales.
- Managed and maintained production schedule for the JNL e-newsletter and website.
- Directed and created editorial and advertorial content for the JNL newsletter and company websites.
- Coordinated with contributing writers and provided editorial direction, ensuring consistency across teams and maintaining brand alignment.
- Worked closely with the marketing department on branded content projects: sales copy, social campaigns, landing pages, email campaigns, eBooks, and whitepapers.

### **Writer/Editor**

November 2011 – January 2017

#### **Underground Health Reporter**

- Researched, conceptualized, and ghostwrote hundreds of articles and landing pages for the Underground Health Reporter (UHR) and associated websites.
- Wrote hundreds of featured articles for the UHR e-newsletter, reaching over 250,000 subscribers.
- Developed and maintained the voice of the UHR brand.
- Edited the work of contributing writers to maintain consistency in voice and error-free copy.
- Managed UHR website, including upload of content and design.

### **Author**

June 2012 – Present

- Author (under the alias Stephanie Liang) of *Feng Shui on a Dime*, a 2017 Readers' Favorite Silver Medal Winner; 2016 Beverly Hills Book Awards Winner; and 2017 International Book Awards Finalist.
- Author of *Beverly Hills Mega Weight Loss*, published by Think Out of the Book Publishing in February 2013.
- Author of *Private Tutor SAT*, a series of educational interactive Books and DVDs published by 1 to 1 Publishers and produced by Magna Film Company, June 2012.
- Contributing author of the Random House book, *1,296 ACT Practice Questions*.
- Fiction Writer with numerous short stories published in literary journals in print and online.

### **Freelance Copywriter/Content Writer/Editor**

January 2005 – Present

- Research and create on-brand copy for a diverse client base (latest clients include Mollie's Fund, AbleTo, the Primal Health Coach Institute, and Glad Lash).
- Provides story-editing and copyediting services for a mixed bag of published authors.

## **EDUCATION**

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University of California, Los Angeles  
University of Exeter, United Kingdom

Summa Cum Laude  
Year Abroad Program

Bachelor of Arts in English  
English Literature Studies