

# Debbi Gilson

Phone: (949) 338-9114

Email: [dgilson98@gmail.com](mailto:dgilson98@gmail.com)

Portfolio: <http://debbigailson.writerfolio.com/>  
[www.linkedin.com/in/debbi-gilson](http://www.linkedin.com/in/debbi-gilson)

## Areas of expertise:

Marketing content writing  
(B2B/B2C)

Web and email marketing

Brand strategy

Blog writing & management

Product launches

Campaign management

Newsletters

Organic search engine  
marketing (SEO)

Audio/video scripts

Convention exhibit materials

Copy editing/QA/QC

AP/Gregg/Chicago/AMA style

Writing style guide  
development

Tone of voice guidelines

## Experience:

*Metagenics, Inc., Aliso Viejo, CA*

**MANAGER**, Marketing Writing

10/2016 to present

- Plan and develop content marketing for dietary supplement product launches, promotions, features, and programs. Strategize and write competitive drip campaigns designed to find new customers and patients and increase sales through supplement subscriptions; these digital campaigns have helped to boost sales for two of the best months in company history.
- Launched, strategize, manage, research, and write for the Metagenics blog, posting up to three times a week through WordPress and reaching 1.9 million unique pageviews of approximately 300 posts, with a high daily average of 6,000 pageviews. Monitor site analytics to track trends. Lead content strategy and manage editorial calendar to correspond to company marketing initiatives. Manage internal and freelance writers to provide keyword-rich content applicable to an audience of 10,000+ healthcare practitioners and their patients. Maximize SEO to expand reach. Syndicate content onto Medium.com to expand audience and help promote sales.
- Collaborate with cross-functional teams to write engaging promotional copy based on evidence-based information for dietary supplements, ingredients, and education programs, including sales sheets, patient guides, email/social campaigns, digital and audio ads, sales training tools, and convention exhibit materials. Write weekly and monthly newsletters for three company brands.
- Helped launch and promote the company Amazon store, exceeding goals of \$20 million in its second year. Wrote copy for 200+ nutritional dietary products, optimizing copy to increase search results on Amazon.
- Manage internal marketing writing team, assign projects, coach writers, perform annual reviews, and help the team to set goals.
- Collaborate with the HR team for internal communications including companywide announcements, awards programs, and compelling content for the company intranet.
- Research keywords and apply SEO best practices to improve page rankings for company home page and product pages.
- Established style guide for North America, trained internal and external writers on its usage, and quality assurance to enforce style guidelines across all company materials. Currently working with global brand team to establish brand standards for writing globally.

*Sage Software, Inc., Irvine, CA*

**SENIOR COPYWRITER**, Brand Marketing

01/2008 to 08/2016

- Worked with design team to create approximately 50 monthly product or event campaigns promoting small business SAAS products; campaigns consisted of emails, landing pages, web banners, social media blurbs, newsletters, and/or event conference booths.

- Created global brand guidelines on corporate tone of voice and writing style to be followed by 13,000 employees.
- Led brand training and mentored internal writers as well as external agencies on the Sage tone of voice and writing style through WebEx/PowerPoint and in-person sessions, speaking to groups of up to 40 people. Taught web writing session at annual customer conference.
- Launched and led a companywide writing resources group, which developed and distributed weekly writing tips distributed to hundreds of employees and external agency writers.
- Worked with global brand team to create product campaigns for an international customer base, localizing as necessary for country-specific audiences.
- Wrote "The Sage Story," a brief outline of the history of the company and how it relates to 6 million global customers and guides the company vision.
- Applied SEO principles to optimize product websites in order to increase traffic, improve natural search results, and reduce the number of user clicks to access any given page.
- Improved requester satisfaction by almost 40 percentage points (from 43% to 81%) in first six months of dedicated service, according to divisionwide survey results.

*SmartLabs, Inc. (Smarthome.com), Irvine, CA*

**MARKETING COPYWRITER**

07/2004 to 02/2008

- Wrote an average of 30 new product pages per week to be launched on Smarthome.com; optimized pages for SEO.
- Edited product copy for inclusion in monthly catalogs, amending copy based on catalog type.
- Developed merchandising promotions based on popular internal and external search terms; scheduled promotions to run on Smarthome.com using Endeca Web Studio.
- Created how-to guides for simple home automation projects in order to boost sales on product families.

**Education:** University of California, Santa Barbara; Bachelor of Arts, Film Studies

Additional training: multiple management training courses, including an 8-week leadership training program from Leadership Edge

**Programs:** Microsoft Office (Word, Excel, PowerPoint, Teams), Wrike, InMotion, LeanKit, Hotjar, Canva, WordPress, Medium, basic Adobe Illustrator and Google Analytics