

# Debbi Gilson

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## Qualifications:

- Over 20 years' experience writing for various media, including web, email, print, and social media
- Keen focus on brand marketing through consistent voice, tone, and writing style
- Ability to shift easily among various writing styles, such as casual, blog-style writing for social media and promotional emails; formal copywriting for corporate pages and instructional or industry guides; and benefit-oriented sales copy for website and marketing materials
- Broad familiarity with and experience in usage of Gregg, AMA, and AP style for consistent copywriting and editing throughout websites and collateral

## Experience:

*Metagenics, Inc., Aliso Viejo, CA*

**MANAGER**, Marketing Writing

2016–present

- Write promotional copy for product launches and promotions, including product detail aids, patient guides, and email/social campaigns. Write newsletters for three company brands promoting events, educational materials, and company products. Develop campaigns to promote subscriptions to increase sales as well as e-commerce; these campaigns have helped to boost sales for two of the best months in the history of the company.
- Launched, manage, and write for the Metagenics blog, posting up to three times a week through WordPress. Work with internal and external writers to provide content applicable to an audience of healthcare practitioners and their patients according to the company marketing calendar.
- Worked with team to create and promote the company Amazon store, exceeding goals of \$20 million in its second year.
- Manage internal marketing writing team, assigning projects, coaching writers, performing annual reviews, and helping the team to set annual goals.
- Aid the HR team for internal communications including companywide announcements, awards programs, and content for the company intranet.
- Developed style guide for North America, trained internal and external writers on its usage, and enforce style guidelines across all company materials.

*Sage Software, Inc., Irvine, CA*

**SENIOR COPYWRITER**, Brand Marketing

2011–2016

- Worked with design team to create approximately 50 product or event campaigns per month; campaigns consisted of emails, landing pages, web banners, social media blurbs, conference booths, guidelines, or a combination of these across multiple channels
- Created guidelines on corporate tone of voice and writing style to be followed by 13,000 employees globally
- Trained and mentored internal writers as well as external agencies on the Sage tone of voice and writing style through WebEx/PowerPoint and in-person training sessions, speaking to up to 40 people at once
- Wrote blog-style content for company intranet to inform colleagues of current initiatives and promotions
- 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 campaigns for products with an international customer base, localizing as necessary to speak to 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

- Developed and presented a “writing for the web” session at Sage Summit, an annual customer conference
- Reviewed approximately 200 emails, landing pages, spec sheets, success stories, and white papers per month from marketing teams across all product lines for tone of voice and writing style adherence

**COPYWRITER, Product Marketing** 2008–2011

- Developed copy and creative concepts for marketing communications promoting 15 product lines through direct mail, email, collateral, and websites; collaborated with print and web design team to maximize the effectiveness of campaigns, offers, and product positioning to both prospects and existing customers
- Participated in the complete rebrand of company identity by helping to write brand style guidelines; helped ensure outside agencies adhered to the brand style guide
- Worked closely with web team to optimize nine 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
- Mentored new copywriters by creating “cheat sheets,” proofread all documents for first few months at company, and coached to help guide through transition
- Wrote and edited articles for nine products’ quarterly newsletters that deliver product information, announcements, and helpful tips and tricks
- Wrote copy to promote products to specific industries through vertical campaigns, which included messaging kits, emails, landing pages, direct mail, and banner ads promoting white papers and webcasts

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

**MARKETING COPYWRITER** 2004–2008

- 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

*CN Publications, Inc., Costa Mesa, CA*

**COPY EDITOR/COPYWRITER** 2002–2004

*Vidnet.com/Entertainment Boulevard, Inc., Los Angeles, CA*

**COMMUNICATIONS/MARKETING** 1997–2000

**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, basic Canva, WordPress