

# ELIZABETH FAIRCHILD

COMMUNICATIONS  
PROFESSIONAL

STORYTELLER

GRAMMAR NERD

## CONTACT

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## PROFILE

I am a seasoned writer, marketer, and public relations professional who has been helping brands tell their story for over a decade. I passionately believe that relationship building and stand-out creative content are vital for building customer awareness, loyalty, and love.

## SKILLS

- PR and Media Relations
- Copywriting and Editing
- Blogging
- Script Writing
- Email Marketing
- Social Media
- Event Planning
- Project Planning
- Team Management
- Survey Development & Analysis
- Usability and Experience Testing
- B2B, B2C, Start-Up, Nonprofit

## EXPERIENCE

### COMMUNICATIONS DIRECTOR

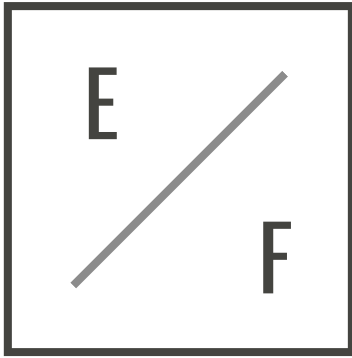
Girl Scouts of Orange County | Mar 2016 - December 2020  
Oversaw internal and external communications strategy for the local Girl Scout chapter on behalf of 20,000 Girl Scouts and 10,000 adult volunteers.

- PR and media relations, including national and local coverage in print, broadcast, and online
- Press releases, thought leadership articles, awards calendar
- Sensitive issues and crisis communications
- Copy writing for print and digital advertising, email marketing, collateral, event scripts, social media, etc.
- Event and project planning for annual fundraising and advocacy events
- Content review of all internal and external communications

### MARKETING MANAGER

Accurate Background | Apr 2014 - Mar 2016  
Worked directly with the CEO and executive leadership to build marketing team and create brand awareness and demand generation campaigns to support 3M pipeline.

- Content marketing, including thought leadership articles, blogs, newsletters, social media, press releases, video, whitepapers, and webinars
- Demand generation and lead nurturing campaigns
- Redesign for corporate website, Accurate API, and SMB offering AccurateNow, overseeing web developers
- Event planning for tradeshow and annual Client User Conference
- PR and media relations, including press releases, speaking pitches, article placement, and awards calendar



## EDUCATION

SAINT EDWARD'S UNIVERSITY  
BACHELOR OF ARTS, ENGLISH  
WRITING & RHETORIC  
SUMMA CUM LAUDE

## CERTIFICATIONS

GENERAL ASSEMBLY  
DIGITAL MARKETING CIRCUIT

## ASSOCIATIONS

MEMBER OC PRSA

## EXPERIENCE

### DIRECTOR OF MARKETING

OneScreen, Inc. | Jul 2012 - December 2014

Worked directly with the CEO to build marketing department and develop content-focused strategy to grow share of voice in a competitive space.

- Content marketing, including corporate website, social media, thought leadership articles, case studies, white papers, blogs, etc.
  - Client and prospect newsletters and lead generation email campaigns
  - PR and media relations, including press releases, speaking pitches, article placement, and awards calendar
  - Tradeshow calendar (sponsorships, speaker identification, booth set up and staffing)
- Hackathons and Tech Nights for developer and college community
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### ONLINE MARKETING & WEB COPYWRITER

PennySaver USA | Feb 2011 - July 2012

Supported design, content strategy, and launch of a daily deal website and two mobile shopping apps.

- Social media management for daily deal website and mobile apps via Facebook, Twitter, Pinterest
- SEO copywriting for daily deals, product-specific blogs, and website pages
- Newsletter development and subscriber management
- Contest development and influencer marketing, partnering with local mom and craft bloggers
- Usability and quality assurance testing
- Copy editing for spelling, grammar, and brand voice
- Hiring and supervision of freelance copywriters

### MANAGING EDITOR

WebVisible | May 2008 - Feb 2011

Supervised creative staff in charge of writing and editing search engine marketing campaigns. Improved content quality standards across the organization and increased team output.

- Team management, overseeing a staff of nine copy editors and providing consultation services to 30 copywriters
  - Hiring and training of all new editors and writers on proprietary publishing software and best practices
- Collaboration with executive team to ensure creative
- department met and exceeded quarterly objectives
  - New hire and staff training to improve writer work and campaign performance
  - Training manual and style guide development