

Katy Schiel Downey
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Copywriter, marketer, and entrepreneur skilled in social media, promotional copy, brand-building, and search engine optimization.

Skills

- Persuasive marketing copy for print + web
- SEO strategy + writing
- Brand building/SEO through social media (Twitter + blogs)
- Technical writing (instructional + documentation)

Experience

Freelance writer/editor. 2001 – present

Numerous projects include SEO keyword content essays, e-books, corporate ghostwriting, young adult history books, web and print marketing content, travel writing, and more.

Founder + sole proprietor / Lotuspad eco yoga mats. 2007 – present

Founded in August 2007, Lotuspad quickly established itself through social media outlets (Blogs, Facebook, and Twitter) and high rankings on Google. Lotuspad has been positively reviewed by the Wall Street Journal, TreeHugger, Fitness Magazine, and numerous other media outlets. Solely responsible for all Lotuspad content and SEO.
www.lotuspadyogamats.com

Senior writer / Basho Technologies. March – November 2008

Developed and wrote marketing, instructional, and documentation copy for emerging sales analytics software product. Analyzed goals and strengths of existing company platform (sales training) and modified/expanded to fit within new technology product. Wrote web content, provided SEO instruction to senior management, and wrote sales training literature based on extensive interviews with company founder and CEO.

Copywriter / BT Conferencing. 2004-2005

Developed and wrote company website. As part of marketing and creative teams, wrote copy to drive conferencing usage in Fortune 1000 companies. Wrote CRM emails, direct mail, corporate minisites, user guides, print and banner ads, magazine articles, whitepapers, developed naming conventions, proofread everything.

Partial writing client/employer list includes:

- BT (British Telecom)
- Fidelity Assets
- Skidmore College
- Overdrive Interactive
- Harvard Law School
- Travelgator.com
- Razorfish

Education

University of Massachusetts at Amherst. BA *cum laude* in History