

STEPHANIE SCHECHTER

COPYWRITER

stephanieschechtersocial@gmail.com

stephanieschechter.me



SOCIAL

LinkedIn: stephanie-schechter
IG: @stephanieschechter



PROFILE

My love for the written word began long before my professional writing career. As a competitive junior surfer in Southern California, I harnessed my writing skills to pitch myself to potential sponsors and brand partners. Now having spent the last several years crafting and maintaining brand voices across various fields, I've come full circle, finding my niche at the crossroads of tech and surfing.



EDUCATION

University of California,
Santa Barbara

Bachelor of Arts, Class of 2017

Major in Communication, Minor in Professional Business Writing

College of Letters & Sciences Honors Program



PROFESSIONAL WRITING EXPERIENCE

Senior Copywriter - Surfline
April 2021 - Present

- Develops and maintains company-wide brand voice, tone, and copy guidelines with contributions to editorial voice and content
- Leads and executes copy on all marketing content, including major product launches, growth campaigns, and editorial pushes
- Leads and executes all product copy, including UX updates, new features, pricing page changes, user funnel experiences, and in-app tutorials
- Works cross-functionally to coordinate copy with marketing, product, design, and editorial teams, as well as external creative partners

Content Marketing Specialist - Brain Corp
August 2020 - April 2021

- Developed and executed content marketing, social media strategy, and internal communication plans, managing company social media profiles and increasing followers and engagement by 10% each month
- Wrote blog posts, landing pages, email copy, and case studies on complex technical topics regarding AI and robotics

Marketing Copywriter - Raken
March 2019 - March 2020

- Wrote all copy for blog, email, landing pages, social media, eBooks, contributed articles, bylines, and other marketing collateral, working cross-functionally under tight deadlines to write content for a full website redesign and three major product launches
- Managed all company social media pages, including Facebook, Instagram, LinkedIn, and Twitter, creating both organic posts and paid campaigns and increasing engagement by over 100%

Writer - Hansen Surfboards
June 2017 - April 2019

- Crafted posts published weekly on the Hansen's blog, reaching audiences of over 100,000 through the website and various social media channels

Blogger - SWELL.com
March 2014 - March 2015

- Wrote weekly blog posts on the SWELL style blog with lifestyle segment "Slice of Life," utilizing SEO strategies and blog best practices



SKILLS

- Copy / Content Writing
- Marketing
- Content Management
- Campaign Development
- Project Management



LEADERSHIP

UC Santa Barbara Surf Team Captain, 2014 - 2017

- Led 14-time national title-holding team for all NSSA (National Scholastic Surfing Association) contests along the California coast while managing team budget

Coordinator of Isla Vista Memorial Paddle Out, 2014 - 2017

- Organized yearly paddle out for 500-1000 students, honoring those lost in the tragic shooting in Isla Vista in May 2014