Marie Carrier

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EXPERIENCE

Manager, Content Publishing
Academic Partnerships, 2022-present

- Coordinate and traffic content feedback and approvals using web-based project management platform
- Coordinate content writing and publishing in accordance with best SEO practices
- Manage and track purchase orders and invoices
- Produce monthly reports on content produced and published and ad hoc reports as needed
- Manage team of 1 direct report and 10-12 freelance writers

Senior Content Operations Specialist
Academic Partnerships, 2021-2022

- Coordinate and traffic feedback and approvals for content writing for SEO purposes
- Create PO files for freelance writing assignments; manage and track freelance invoices
- Produce monthly reports on content produced and published and ad hoc reports as needed
- Manage team of 12 freelance writers

Content Publishing Specialist
Academic Partnerships, 2020 – 2021

- Coordinate and traffic feedback and approvals for content writing for SEO purposes; publish content to CMS
- Create PO files for freelance writing assignments; manage and track freelance invoices
- Produce monthly reports on content produced and published and ad hoc reports as needed
- Write and distribute monthly social media calendars and images

Online Copywriter
Neiman Marcus Group, 2016 – 2020

- Wrote clear and concise copy for online marketing purposes
- Proofread to ensure information was factual and reflected brand style and format
- Stayed up to date on fashion trends and competitors' copy usage
- Used SEO optimized language

FYC Adjunct Instructor
Texas Woman's University, 2016 – 2019

- Created First-Year Composition syllabus, assignments, and assessed student writing
- Designed and implemented daily lesson plans including lectures, discussions, small group experiential learning activities, and writing exercises
- Utilized multi-media to increase student engagement

EDUCATION

Master of Arts, English
Texas Woman's University, 2013-2015

Bachelor of Arts, English
Texas Woman's University, 2010-2013