

Libbie Bond

libbiebond07@gmail.com

libbiebond.com

515.829.7907

With extreme attention to detail and dedication to quality, I am a highly efficient and productive communicator—able to distill complex information, willing to step outside my job description and always looking to improve my contributions as well as the processes and efficiencies of my team and workplace.

Experience

Lockton Affinity | Copywriter & Content Specialist

January 2018—Present | Overland Park, KS

Produces content for more than 80 clients while maintaining brand voice and incorporating unique points of difference. Writes compelling copy for websites, blogs, newsletters, emails, digital ads, print ads, infographics, press releases and more. Works with upper management to produce and edit complex new business proposals, internal communications, and presentations. Manages relationship with freelance writer and edits their work. Routinely suggests and implements process improvements to advance team efficiencies. Works closely with account managers to develop content strategy. Produces annual blog content calendars and other planning documents.

Lockton Affinity | Copywriter

July 2017—January 2018 | Overland Park, KS

Wrote emails, newsletters, website copy and more for a range of clients, including franchise groups, nonprofits and fitness organizations. Created, implemented and managed multiple social media content calendars.

AdFarm | Copywriter

May 2015—July 2017 | Kansas City, MO

Brainstormed, developed and executed creative strategies and ideas. Wrote for a range of clients in a variety of channels, including digital, social, radio, print, out-of-home and more. Proofread RFPs and pitch presentations. Planned and executed bi-monthly company culture events.

Skills

Software

Adobe Creative Suite, Microsoft Office, Wordpress

Social Media Management

Hootsuite, MailChimp

Education

Drake University

B.A., Journalism & Mass Communication

Advertising, Graphic Design and Leadership Concentration