

Paige Stortz

EDUCATION

University of Missouri —

Bachelor of Journalism, Bachelor of Arts and Science

Emphasis in Strategic Communications, Emphasis in Political Science

August 2016 – May 2020, August 2016 – December 2020

EXPERIENCE

Signal Theory, Kansas City — *Copywriter*

March 2021 - Present

- Develop & refine multimedia campaigns for B2C, B2B, & nonprofit clients
- Implement digital marketing strategies & web content management
- Tailor messaging to engage target audiences locally & nationally
- Concept & execute digital deliverables, email campaigns, event tactics & print materials that garner millions of impressions
- Present work to clients & incorporate any feedback to align with brand voice on communication standards
- Problem solve & edit materials alongside members of several disciplines

Book of the Month, Remote — *Freelance Copywriter*

June 2022 - September 2022

- Crafted compelling email, push notification & paid ad copy to drive engagement for monthly offers
- Customized messaging for diverse audiences to maximize digital impact
- Coordinated remotely with New York office staff, including project managers & the creative team

Modthink Marketing, Fayetteville — *Content Strategist*

November 2020 - March 2021

- Created & maintained a digital presence for higher education thought leaders through blog posts, articles, & social media content
- Proofread all team-produced writing to ensure editorial accuracy & adherence to style guidelines
- Researched & conducted interviews to support the development of engaging multimedia storytelling

University of Missouri - School of Health Professions,

Columbia — *Marketing Associate*

August 2018 - November 2020

- Designed & executed an integrated communications plan using magazine, radio, website, & social media channels to promote educational initiatives
- Managed 14 social media accounts & the SHP website to ensure content consistency and timely updates
- Doubled the @MizzouSHP Instagram following by targeting audiences, developing content calendars, & executing effective digital marketing strategies

CONTACT

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[Portfolio](#)

[LinkedIn](#)

SKILLS

Digital & print writing

Radio & video scripts

Email development

AP style & proofreading

Creative brainstorming & strategy

Multimedia storytelling

Brand management

Audience engagement

Collaboration & leadership

Adobe Creative Suite

Microsoft Suite

Hootsuite & MailChimp

Wix & Wordpress

Figma

Workfront, ClickUp & CoSchedule

AWARDS

Anthem Award – Silver

Philly Award – Gold

AIGA KC A18 Awards

Brand & Identity

Packaging

Campaigns

GDUSA Awards