

Amy Lokken

CONTENT SUPERVISOR/SENIOR COPYWRITER

Atlanta, GA

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For more than 15 years, I have helped clients tell their stories in ways that inform, entertain, and generate results. I am equally at ease with short- and long-form writing for both traditional and interactive media. An innovative thinker, I enjoy concepting the big ideas while thoughtfully grounding them in research and strategy. By communicating with clarity and an attention to detail, I create copy that connects with audiences and soars off the page and screen.

Experience

Digital Content Marketing Supervisor

UPS (United Parcel Service)

Atlanta, GA

Oct 2018 - Present

Moving up to the position of Content Supervisor on the Digital Marketing and Brand Management team has allowed me to take even greater ownership of the content I work on and to collaborate with and direct the creation of content by other writers. I have also become fully proficient in the CMS and helped teach others how to use it for content publication.

- Manage articles for UPS Knowledge Center content hub on [ups.com](https://www.ups.com) from initial input to final publication
- Oversee agency partners to ensure proper timing, tone of voice, and search engine optimization (SEO) of content
- Supervise, edit, and approve the work of other writers
- Write original digital content, including articles, email campaigns, landing pages, white papers, banners, and social
- Collaborate with internal stakeholders, interviewees, and legal department to obtain necessary approvals
- Select appropriate imagery to enhance and accompany content
- Load completed content into OpenText CMS and publish it on [ups.com](https://www.ups.com)

Senior Copywriter

Atlanta, GA
Jun 2016 - Sep 2018

UPS (United Parcel Service)

Serving as the senior writer for the Content and Brand teams, part of the UPS Customer Communications department, I have been instrumental in planning, concepting, and creating an array of online content to promote a global leader in package delivery and logistics services to both businesses and consumers.

- Concept and create social media posts across multiple channels—Facebook, Twitter, LinkedIn, and Instagram—to promote the UPS brand, products, services, and charitable activities
- Promote yearly TED@UPS event through social media, including live posting during the event, and website landing pages highlighting each talk
- Research and write original articles for both internal and external digital channels, including several of the company's most popular articles published on the Wall Street Journal site
- Assist with content management for the Retail and Industrial Manufacturing & Distribution segments, including managing, editing, and writing for white papers, articles, and info graphics
- Create content for "Wishes Delivered," the company's annual global holiday campaign
- Partner with art director to conceptualize and develop projects for digital, social, and print
- Work closely with agencies and media partners to plan and create compelling content
- Ensure the UPS tone of voice is woven throughout communications

Senior Copywriter

Atlanta, GA
Sep 2013 - May 2016

InterContinental Hotels Group (IHG)

As a key member of the User Experience (UX) Group at IHG, one of the world's leading hotel and resort companies, I have used my online marketing skills to promote some of the globe's most popular brands—Holiday Inn, Holiday Inn Express, Crowne Plaza Hotels & Resorts, Hotel Indigo, Staybridge Suites, Candlewood Suites, EVEN Hotels, and InterContinental Hotels & Resorts.

- Served as Lead Global Writer for UX Creative, Web and Interactive Marketing
- Concepted and wrote international digital marketing campaigns for multiple brands
- Worked closely with brand stakeholders and designers to determine the best creative solutions
- Collaborated with content strategists, information architects and designers on major rebranding project for Crowne Plaza Hotels & Resorts
- Provided training and mentoring when a new writer joins the UX Group
- Created content inventories for content management system implementation

Senior Copywriter

Atlanta, GA
1996 - 2013

McRae

As the lead writer for one of Atlanta's first fully integrated marketing agencies, I had the privilege of working with clients across a variety of industries, including tourism, real estate, consumer goods, restaurants, energy, financial, building products, and government services.

- Concepted and wrote advertising and integrated campaigns utilizing print, broadcast, interactive, online video, collateral, direct mail, and out-of-home media
- Created business-to-consumer and business-to-business campaigns for regional, national, and international clients
- Worked closely with Creative, Account, and Art Directors to guide each project from input to conclusion
- Managed and mentored junior members of the creative department
- Garnered the respect of co-workers and clients for producing creative, on-strategy work in a deadline-driven environment

Brands

Client List

GE Power Systems/GE Energy Rentals/GE Digital Energy • InterContinental Hotels Group • United Parcel Service • AAA/American Express • Snapper Lawn Mowers • Cingular Wireless • Georgia Department of Economic Development (Tourism and Global Commerce) • Applebee's • Humminbird Fishfinders • Black Jack Motorcycles • J-B Weld • Pactiv Building Products • Georgia Department of Film, Music, and Digital Entertainment • Pathway Communities • Travelex • SCANA Energy • Dunham Boots/New Balance • Cousins Properties • Lithonia Lighting • Bikini Company • RE/MAX Regional Services • True Natural Gas • Conserve Georgia • AmeriSave Institutional Lending • Bonfetti • IronPlanet • Callaway Gardens Living • Coweta-Fayette EMC Natural Gas • Georgia Department of Transportation • Bowen Family Homes • Boy Scouts • Midtown Consulting Group • HoneyBaked Ham • Construction Market Data • South Carolina Electric and Gas • DiversiTech • Heritage Bank • Georgia Municipal Association • Pulte Homes/Del Webb • Peach State Billiards and Home Recreation • Prevent Child Abuse Georgia • Triumph Motorcycles • Pratt Industries • Georgia Aquarium

Education

Master's Degree in Mass Communication

Athens, GA

University of Georgia

- Graduate assistantship in Grady College of Journalism and Mass Communication Graphics Lab
- The Honor Society of Phi Kappa Phi
- Judge for Peabody Awards
- Internship in Promotions Department of television station

Bachelor of Arts in English

Elsah, IL

Principia College

- Teacher's assistant for England Abroad Program
- Phi Alpha Eta Honor Society
- Pittman Prose Award

Recognition

Honors

- ShowSouth
- ADDYs
- Public Relations Society of America Bronze Anvil Award
- International Association of Business Communicators Awards
- National Association of Home Builders and Greater Atlanta Home Builders Association Marketing Awards
- Judge for Excellence in Advertising on Radio (EAR) Awards
- Work, articles, and case study featured in four editions of Kleppner's Advertising Procedure, a leading textbook used in over 550 universities

Results

Selected Achievements

CLIENT: A leading manufacturer of residential and commercial building products.

CREATED: An action hero and comic books to promote a premium building wrap.

RESULT: A 60% increase in sales.

CLIENT: One of the largest certified natural gas marketers in Georgia.

CREATED: An integrated campaign around a 100% satisfaction guarantee.

RESULT: Delivered 40% more customers than the client anticipated.

CLIENT: A state Department of Transportation's new 511 phone service.

CREATED: A campaign, including a theme line and humorous radio spots.

RESULT: One million calls received in less than a year, making it one of the best-performing 511 systems in the nation.

CLIENT: The largest auto club in North America, partnering with the preeminent global travelers cheque company.

CREATED: An Australian-themed travel sweepstakes and POS materials.

RESULT: 99% branch participation and seven times more entries than the previous year.

CLIENT: A local council of a national scouting organization.

CREATED: A series of videos and a fundraising brochure.

RESULT: Raised nearly \$5 million and increased camp attendance 30%.

CLIENT: The world's largest foreign currency specialist.

CREATED: A summer travel season promotion, delivered via email, to educate partner banks.

RESULT: A 31% increase in sales of foreign currency exchange products.