

STEPHANIE WATSON

SENIOR COPYWRITER AND CONTENT STRATEGIST

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PROFESSIONAL SUMMARY

I'm a Senior Copywriter and Content Strategist with over 22 years of experience crafting digital content. I've served global brands including Target, Best Buy, Sony, The Ritz-Carlton, 3M, Ecolab, Boston Scientific, The University of St. Thomas and many more.

I'm passionate about creating strategic content to help companies authentically engage target audiences and meet business goals. I love using plain language, audience research, human-centered design thinking, and data insights to build impactful content.

Working across industries and collaborating with every kind of team has made me into a flexible creative problem-solver and leader. I'm able to get up to speed quickly, play well with others, and get the job done.

In addition to my content work, I'm also a published children's author with books illustrated by New York Times best-selling illustrators.

EXPERIENCE

Senior Copywriter and Content Strategist

Plumlines (self-employed)

2002 – Present

Through my content consultancy Plumlines, I've crafted content for nearly every industry, including retail, tech, software, financial, health care and med tech. I've partnered with dozens of local creative agencies including Brain Traffic, King Content, Arrowplane, and Gage Marketing. This breadth of experience has made me a flexible collaborator and seasoned content creator.

Since 2002, I've written for Target in a variety of capacities. I've written:

- Many thousands of product descriptions for the Target website (2003 – 2006)
- Website and email content in partnership with Brain Traffic
- Target Pharmacy signage in partnership with Graphiculture

A FEW RECENT CLIENTS & PROJECTS

Client: Trinity Solar and Roofing

Lead Content Strategist, Copywriter and UX Writer | 2024

Key accomplishments:

- Collaborated with Trinity Solar leadership and UX designers to determine page structure and messaging hierarchy
- Wrote keyword-optimized website content for site selling solar and roofing services
- Established messaging guidelines, voice and tone for web, email and social
- Led content-focused meetings with key stakeholders and SMEs
- Mapped out project steps and timelines for content team
- Mentored junior staff writer, offering guidance and recommendations for her work

Client: Connect Homes

Lead Content Strategist and Writer | 2023 - 2024

Key accomplishments:

- Led the development of web content strategy
- Wrote keyword-optimized website content
- Wrote lead-nurturing email campaigns and social media posts
- Launched the Connect Homes blog, created a blog editorial calendar, interviewed SMEs and wrote blog posts
- Led content-focused meetings with Connect Homes CEO and partner agency, Cue Design

Client: Ecolab

Lead Content Strategist and Writer | 2021 - 2023

Key accomplishments:

- Led development of content strategy for migration of Bioquell website to Ecolab.com
- Completed a content inventory and qualitative audit of old Bioquell site
- Led research interviews with Bioquell SMEs to collect source content
- Collaborated with a large cross-functional team of agency staff and internal stakeholders
- Wrote keyword-optimized web content, and worked with compliance team to integrate legal requirements
- Added approved content to CMS
- Collaborated with project owners to create updated content for Ecolab Pest Control web presence
- Worked with legal/compliance department to fine-tune content

Client: Two Bettys Green Cleaning

Lead Content Designer, Strategist and Writer | 2018 - 2022

Key accomplishments:

- Led development of content strategy for refreshed website
- Wrote voice and tone messaging guide
- Oversaw website content writing; mentored junior staff writer
- Created editorial calendar for blog and social media content
- Conducted interviews with Two Bettys CEO to gather blog source content; wrote blog posts

Client: University of St. Thomas/Opus College of Business

Content Strategist and Writer | 2018

Key accomplishments:

- Worked with a team of content strategists from partner agency Brain Traffic to plan the new Opus College of Business website
- Conducted a content inventory and qualitative audit of old web presence
- Led interviews with internal university stakeholders and students
- Designed page tables to determine messaging hierarchy
- Wrote keyword-optimized content for new website
- Collaborated with university leadership and UX specialists

For more detailed project case studies, please visit [my portfolio](#). References available upon request.

EDUCATION

- Button Content Design Conference, Sept 2024 (upcoming)
- Confab Content Strategy Conference, 2023
- Sarah Lawrence College, New York, B.A. in Liberal Arts, 2001
- University of São Paulo, Brazil, academic year abroad, 1999 - 2000

SKILLS

- Content strategy
- UX writing
- Copywriting
- Content design
- Email marketing
- User research
- Market research
- Stakeholder interviews & workshops
- Content inventory
- Content audit
- User journeys & user flows
- Style guides & messaging frameworks
- Naming taxonomy
- Cross-functional team collaboration

TOOLS

- Figma
- Miro
- Airtable
- InVision
- Jira

- Microsoft Office Suite
- Google Docs
- Google Sheets

PUBLISHED CHILDREN'S BOOKS

Pencilvania

Sourcebooks, 2021
 Named a Best Book of 2021 by the New York Public Library

Best Friends in the Universe

Scholastic, 2018 | Illustrated by LeUyen Pham
 2019 Minnesota Book Award finalist

Behold! A Baby

Bloomsbury, 2015 | Illustrated by Joy Ang
 2016 Minnesota Book Award finalist

Elvis & Olive: Super Detectives

Scholastic Press, 2010
 A Junior Library Guild selection

The Wee Hours

Disney-Hyperion, 2013 | Illustrated by Mary GrandPré

Elvis & Olive, Scholastic Press, 2008

A Junior Library Guild selection
 A Washington Post book of the week

AWARDS

Minnesota State Arts Board Grantee, 2020 - 2023
 2020 Maurice Sendak grant
 2019 Minnesota Book Award Finalist for Best Friends in the Universe
 2016 Minnesota Book Award Finalist for Behold! A Baby
 2015 Minnesota State Arts Board Grant
 2012 Minnesota State Arts Board Grant
 2010 SASE/Jerome Grant from Intermedia Arts
 2008 Minnesota State Arts Board Grant