



# SHANNON MILLER

SENIOR DIGITAL COPYWRITER

## PROFILE

Shannon is a passionate copywriter with a master's in creative writing and a rich background in literature and publishing. She has built an impressive freelance career with American Greetings Corporation, where her talent for storytelling and marketing shines. In the digital realm, Shannon has developed captivating website copy, SEO articles, emails, newsletters, and paid social ads. Her warm and creative spirit infuses every project, making a genuine connection with audiences.

## CONTACT

PHONE:  
+1 330-907-1800

WEBSITE:  
[shannonreneemiller.com](http://shannonreneemiller.com)

EMAIL:  
[shannonwrites@gmail.com](mailto:shannonwrites@gmail.com)

## PROJECT HIGHLIGHTS

### [Lainey Wilson SmashUps Campaign](#)

Led copywriting for a digital campaign at American Greetings featuring the Lainey Wilson SmashUps card.

### [Papyrus Greeting Card Treatments Page](#)

Crafted compelling online content, including homepage features, landing pages, articles, and its slogan, "Express Beautifully."

### [AmericanGreetings.com Replatforming Initiative](#)

Refreshed all copy to reflect the brand's authentic voice, ensure accuracy and flow, and seamlessly incorporate SEO keywords and best practices.

## WORK EXPERIENCE

---

### **American Greetings Corporation – Freelance Senior Digital Copywriter** 2007–2024

- Advanced from catalog writer to senior digital copywriter over 17 years, starting as a salaried associate for six months before becoming a dedicated freelance contributor.
- Wrote persuasive B2C copy across digital platforms, including headlines, SEO articles, and web and landing pages. Produced impactful emails, newsletters, and paid social ads that boosted brand awareness and paid subscriptions.
- Contributed to a 200% YoY increase in eCommerce business by developing product descriptions and category copy. Enhanced the customer experience by creating educational content on product features and benefits.
- Crafted compelling copy for retail partners' consumer marketing, including in-store signage, social media posts, blogs, and print ads.
- Conceived, wrote, and edited B2B print materials, such as brochures, newsletters, trade presentations, sales kits, and catalogs. Collaborated with designers and sales managers to meet tight deadlines.

### **Key Curriculum Press – Editorial Assistant III | Team Lead | Copywriter** 2000–2004

- Wrote copy for editorial and marketing, including photo captions, direct-mail brochures, and bulk mailings.
- Managed high-profile textbook projects, including budgeting, editing, formatting, and proofreading, with meticulous attention to detail and flawless execution. Collaborated with senior editors, authors, and the editorial team.
- Hired, trained, supervised, and mentored a team of editorial assistants.

## EDUCATION

---

### **Emerson College – Boston, MA, USA**

2004 - 2007  
Master of Fine Arts Degree in Creative Writing

### **San Francisco State University – San Francisco, CA, USA**

1997 - 2000  
Bachelor of Arts Degree in English (Creative Writing)

## SKILLS

---

**Core:** Writing & Editing, Copywriting, Digital Marketing, B2C Marketing, Marketing  
**Tools:** Microsoft 365, Adobe Suite, Monday.com, Contentstack