

Mary Beth McCauley

(865) 274-8272 • marybmccauley@gmail.com • linkedin.com/in/marybethmccauley •
<https://marybmccauley.wixsite.com/portfolio>

WORK EXPERIENCE

Amazon **09/2021 – Present**
Content Developer, C2S2 **Nashville, Tennessee, United States**

- Creates, edits, and maintains approx. 1000+ pieces of content annually for customers, internal stakeholders, and other specialized teams within Amazon, improving accuracy, readability, and accessibility scores by 20%
- Provides guidance to internal stakeholders regarding content format, audiences, word choice and readability to ensure that brand content standards are met
- Monitors and optimizes Amazon website content across international marketplaces using site traffic and customer service data, resulting in a 15% decrease in customer contacts annually
- Successfully developed fully scaled content assets and workflows for 10+ high-priority initiatives, both internal and external, and used customer insights and content analytics to measure effectiveness post-launch

Cellular Sales **05/2019 – 08/2021**
Copywriter **Knoxville, Tennessee**

- Researched and wrote 100+ tech-focused blog posts for the Cellular Sales blog using SEO best practices and content standards, resulting in a 20% boost in website traffic and a 30% increase in social media engagement
- Collaborated with graphic designers to redesign 50+ company web pages for the company rebrand, new B2B employee portal, and rebrand of our smartphone repair centers

Tennessee School For The Deaf **10/2018 – 04/2019**
Technology & Communications Support Assistant **Knoxville, Tennessee Area**

- Wrote and edited copy for the website, yearbook, and other school publications with ADA best practices in mind
- Managed 50+ interactive online forms for teachers and students and optimized website pages, increasing accessibility scores and site traffic
- Digitized and streamlined student records, improving data accuracy and reducing document storage costs by 20%

Knoxville TVA Employees Credit Union **09/2017 – 10/2018**
Marketing Specialist **Knoxville, Tennessee Area**

- Researched and developed content and content strategies for social media, branch ad campaigns, and company-wide communications, increasing member engagement

EDUCATION

Bachelor of Arts in Communication
University of Tennessee, Knoxville 07/2012 – 05/2017

SKILLS

Chicago Manual of Style, Content Design, Content Development, Content Management Systems (CMS), Content Strategy, Data Analysis, Project Management, Search Engine Optimization (SEO), SEO Copywriting, Stakeholder Engagement, Technical Editing, Technical Writing, Web Content Optimization

Technical Skills: Asana, Darwin Information Typing Architecture (DITA), Google Workspace (G Suite), HTML, Markdown, Microsoft 365, Tridion Docs, XML