

BRITTANY ORESZKO

SENIOR DIGITAL CONTENT MARKETER

DETAILS

826 Janet Avenue
Lancaster, PA 17601
bnoreszko@gmail.com
717-333-1799

EDUCATION

Bachelor of Arts | English
Millersville University of
Pennsylvania
August 2010 - May 2014

SKILLS

Content Creation

Social Media Management

Adobe Creative Suite

Canva

Sprout Social

Video Production

Editing and Proofreading

HTML

Google Analytics

Microsoft Office Suite

Magento

PROFILE

A passionate and detail-oriented digital marketing professional with over 8 years of experience building successful content and social strategies. Adept in adapting content messages for multiple audiences across multiple platforms.

EMPLOYMENT HISTORY

Senior Digital Content Writer, Woodstream Corporation

Lancaster, PA

January 2018 - Present

- Continued all writing and proofreading duties from the previous role.
- Managed social media accounts and paid social for 8 brands.
- Generated invigorating social media content, posting 4-8 times weekly per account. Brands saw a significant increase in engagement.
- Coordinated with video production companies, assisted with scripts, and served as a producer onset to create 75+ marketing and how-to videos.
- Created and edited in-house how-to videos, plus sales videos for tradeshow.
- Developed and managed an influencer program for 5 brands.
- Trained and oversaw other Digital Content Writers and marketing interns.
- Managed budgets for paid social, influencers, video production, etc.

Digital Content Writer, Woodstream Corporation

Lancaster, PA

December 2015 - December 2017

- Wrote product content for brand sites, Amazon, and other retail partners.
- Created guides and articles to educate consumers on relevant brand topics.
- Developed a consistent voice to build a presence as an authority in brands' respective pest control and outdoor living niches.
- Utilized the CMS to upload content and ensure a good user experience.
- Used Analytics to report on initiatives and identify areas of improvement.
- Coordinated with agencies on social media campaigns and posts.

Smallwares Content Writer, WebstaurantStore

Lititz, PA

June 2014 - December 2015

- Used non-technical and technical writing skills to create SEO-friendly product content, buying guides, articles, and other e-commerce materials.
- Managed a long list of day-to-day tasks, as well as ongoing projects.
- Attended webinars, tradeshow, and training to expand industry knowledge.

Writer / Intern, Weddings Year-Round Magazine

Lancaster, PA

January 2014 - August 2014

- Interviewed local brides and business owners to produce spotlight articles.
- Attended weddings as a judge and journalist for the seasonal cover contest.
- Assisted at local wedding expos to network with vendors and brides.
- Collaborated with editors and designers to develop print-ready content.

Writer & Social Media Manager, HerCampus

Millersville, PA

August 2013 - July 2014

- Performed weekly interviews with featured students on campus.
- Wrote 13 Campus Celeb profiles about notable students on campus.
- Managed social media platforms, including Facebook, Instagram, and Twitter.
- Increased the number of social media followers by more than double.