

# Brittnee Alford

Laurel, MD

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202-258-1520

Passionate writer/editor trained in technical writing, web content, and marketing copy. Keen eye for detail, consistency, accuracy, and clarity.

## Work Experience

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### **Senior Consultant / Digital Copywriter**

Booz Allen Hamilton - Washington, DC

September 2017 to Present

-Write and edit plain language web copy for client's main website, including homepage promos, banner headlines, landing pages, and calls to action.

-Produce copy for social media posts, marketing emails, and internal communications as needed.

-Champion a consistent content experience across static and application copy, enforcing the style guide.

-Manage content request/update workflow from content owners to content management team.

-Recommend site copy and layout improvements for better user experience.

### **Web Content Editor**

ASAE: The Center for Association Leadership - Washington, DC

June 2016 to September 2017

-Work closely with ASAE editorial, marketing, and web teams, providing front-line editorial oversight of all ASAE online properties.

-Collaborate with team of in-house writers/editors, a production designer, a freelance writer, and contributing writers/editors.

-Upload and publish 30+ articles per month with HTML and CSS in Sitecore CMS. Articles include embedded links, images, graphics, data charts, sidebars, and pullquotes.

-Serve as lead editor for monthly blog posts posted on career site. Focus on SEO by including strong industry keywords and anchor links as well as relevant internal links.

-Assist in managing a SharePoint content management helpdesk for reviewing/editing digital copy to be consistent with ASAE's style and voice.

-Format and send bi-monthly writers' queries to 2,000 subscribed members using BlueHornet email marketing software.

-Monitor and report on AN taxonomy data tracked in Aptify AMS.

-Help coordinate annual website content audit and updates.

### **Web Content Coordinator**

Connections Education - Columbia, MD

June 2014 to June 2016

-Helped manage 30+ company websites and landing pages in DNN and Sitefinity content management systems.

-Assisted with major website redesign project to move all sites over to a new platform so that all content was fully accessible (WCAG 2.0 compliant) and met industry UX standards.

-Coordinated and published web content from internal stakeholders and provided ongoing training and troubleshooting support to CMS content editors.

-Proofread and copyedited web content to adhere to company style guide and ensured accuracy and consistency of web copy and branding across all sites.

-Created web copy/headlines based on web-writing best practices and frequently checked web links for quality assurance.

-Designed layout of web copy and images with XHTML, CSS, and XML file updates.

-Continued to advance knowledge of and skills in 508 compliance, particularly Adobe PDF accessibility—creating and remediating existing files.

### **Technical Writing Graduate Assistant**

Towson University Writing Center - Towson, MD

August 2012 to May 2014

-Assisted students, faculty, and staff with various print and web documents: essays, theses, dissertations, reports, memos, press releases, cover letters, résumés, personal statements, etc.

-Worked with clients in one-on-one sessions for individualized feedback on content, organization, transitions, clarity, voice, tone, style, grammar, etc.

-Assisted clients who were native English speakers and English Language Learners (ELL).

### **Technical Writing Consultant**

Towson University Writing Center - Baltimore City Police Department Academy - Baltimore, MD

January 2013 to December 2013

-Advised cadets on best practices in police report writing.

-Worked on clarity, consistency, style, visual formatting, organization, grammar, etc. in group sessions.

-Co-authored a Baltimore City Police Dept. Report Writing Manual that cadets could use in the Intro to Report Writing Class.

## Education

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### **Master of Science in Professional Writing in Technical Writing & Information Design**

Towson University - Towson, MD

May 2014

### **Bachelor of Arts in Africana Studies & English Literature**

University of Pittsburgh - Pittsburgh, PA

May 2011

## Skills

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Microsoft Office: Word, Excel, Outlook, PowerPoint & Publisher ; Adobe: Acrobat, InDesign, Photoshop & Dreamweaver ; MadCap Flare ; CMS: WordPress, Sitefinity, DNN Evoq & Sitecore ; XML, HTML, CSS ; AP, APA, Chicago, GPO & MLA styles ; Proofreader's Marks

## Links

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<http://brittneeford.com/>

## Additional Information

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Professional Organizations:

Center for Plain Language | Society for Technical Communication