

AMY LEMLEY

COPYWRITER AND WEB CONTENT SPECIALIST | STORYTELLER | CATALYST

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 www.getamylemley.com

 <https://www.linkedin.com/in/amylemley/>

SECRET WEAPONS

INSTINCT: Gives voice to your vision—with an uncanny ability to identify and assimilate your message and replicate it via writing and editing across channels in ways that reinforce your brand and call your audience to action. Emphasizes benefits, not features—in words your audience understands and responds to.

VERSATILITY: Has written compelling material for nonprofit, for-profit, B2B, and consumer audiences. Projects include business case studies and white papers, websites and landing pages, blog posts and other organic social media, drip campaigns, LinkedIn profiles and content, memory hooks/USPs, newsletters, newspaper and magazine articles, books, and more.

TALENT: Is a first-rate marketing copywriter, a seamlessly SEO-driven web content developer, an insightful and accurate copy editor, and a relentless yet efficient researcher. Knows the *Chicago Manual of Style*, *AMA*, and the *Associated Press Stylebook*. Thrives under deadline pressure, collaborates effortlessly, and operates independently with ease.

PROFESSIONAL EXPERIENCE

Get Amy Lemley, LLC
Principal

1992–present

Offers an extensive menu of writing and editing services to a national client base. Specialties include:

MARKETING COPYWRITING

- brochures
- catalogs
- sales collateral
- e-newsletters
- mission statements
- personal branding

WEB CONTENT DEVELOPMENT

- new websites
- site rewrites
- landing pages
- blog posts
- gated content
- e-commerce

OTHER WRITING AND EDITING

- ghostwriting (op-eds, blog posts, books, etc.)
- press releases
- white papers
- case studies

Has served clients primarily the following areas (client examples listed):

COMMERCE/B2B

- National cyber security firms
- Automobile sales SaaS company
- Museum, decor, and other catalogs
- Five-star resort and spa
- Luxury flooring manufacturer
- Real estate agencies and builders
- Specialty masonry manufacturer

HEALTH AND WELLNESS

- University of Virginia Health System
- American Academy of Pediatrics (Georgia Chapter)
- Cosmetic surgeon
- Meditation community
- Work-life balance publishers

LAW AND ACADEMIA

- Law firms
- Preeminent deans and scholars
- Cornell University
- University of Michigan
- George Mason University
- University of Virginia Darden School of Business

Institute for Advanced Studies in Culture, University of Virginia
Owned Media Editor, Advanced Studies in Culture Foundation

2019–2021

- Managed electronic communications for this University of Virginia scholarly institute, including writing and running its website, producing its internal and external newsletters, building its social media presence, and curating its audiovisual assets.
- Wrote and posted 160 articles per year to its website using its proprietary web content management system. Contributed to strategic marketing, public relations, and scholarly recruitment efforts.
- Collaborated with the institute’s large international roster of scholars to publicize their research, publications, and other achievements, translating complex material into narrative suitable for a general audience. Copyedited faculty materials including guest columns for national outlets such as *USA Today*.

CMarie Marketing Studio
Marketing Copywriter and Web Content Developer (contract)

2009–present

- Provide creative strategy, web content development, marketing and advertising copywriting, and copyediting for this award-winning boutique marketing agency’s diverse projects. Effectively collaborated with the creative team both remotely and onsite. Clients include manufacturers, consultants, business and sustainability professors, and authors.

Darden Business Publishing, Darden School of Business, University of Virginia
Senior Editor and Multimedia Content Specialist

2005–2011

- Helped build the Darden brand worldwide through copyediting and publishing part of a collection of 2,500 print and multimedia case studies, technical notes, and teaching notes; writing case studies; and generating marketing copy.
- Served 17 faculty authors in the areas of marketing, entrepreneurship and innovation, sustainability, and accounting; in 2009–2010 alone, edited a total of 1,900-plus pages of print case studies, technical notes, and teaching notes.
- Collaborated with professors and filmmakers to produce engaging multimedia case studies featuring text content, video interviews, “microdocumentaries” with voiceover scripts, and interactive elements.

PREVIOUS ROLES

Editor, *Work&Life*; Copywriter, Kelly Communications, Editor in Chief, *Albemarle* magazine; Special Sections Editor and Columnist, the *Charlottesville Observer*; General Assignment Reporter, the *Fauquier Democrat*. Also Event Coordinator, SevenOaks Health & Healing Jamboree; Marketing VP, 500-member Insight Meditation Community of Charlottesville.

EDUCATION

University of Virginia

Bachelor of Arts, English; minor, American history. Echols Scholar.

TOOLS

Microsoft Office and Google suites. Also Airtable, Asana, Basecamp, Constant Contact, Mailchimp, Slack, Squarespace, Trello, Webex, Wix, WordPress, and Zoom.

BOOKS

Coauthor of eight nonfiction books, including

Work Makes Me Nervous: Overcome Anxiety and Build the Confidence to Succeed (John Wiley & Sons)

The Dream Sourcebook and Journal: A Guide to the Theory and Interpretation of Dreams (Barnes & Noble Books)

The Can-Do Eating Plan for Overweight Kids and Teens (Avon Books)