

Heidi Ekey

Senior Brand, Lifecycle, and Direct-Response Copywriter

heidiekey.com · heidiekey@gmail.com · 814-706-2224 · linkedin.com/in/heidiekey · Warren, PA — Remote

SUMMARY

Thirteen years in-house across hospitality and retail. One of two writers who launched Hyatt Vacation Club and helped write the copy standards published in its brand book. I find what a brand actually means, make the language perform against its own data, and write the standards that keep it consistent across channels, formats, and teams.

SELECTED IMPACT

- **+19%** pre-arrival lifecycle email CTR and **+10%** halo campaign CTR, year over year, by rewriting journeys against performance data
- **+8%** email CTR and **+17%** average order value at a direct-response retailer
- **20% → 50%** digital share of sales at Blair, 2013–2015
- **400+** projects delivered at Marriott Vacations Worldwide in under four years
- **58** bylined articles currently published on [hyattvacationclub.com](https://www.hyattvacationclub.com)
- **Neat-Fit® Jeans** — product name carried from concept through USPTO registration

EXPERIENCE

Kafferlin Strategies / CiviLink

Content Development Specialist · January 2026 – present · Warren, PA (Remote)

- Write and run content across three brands: a municipal consulting practice, a govtech SaaS product family, and a thought-leadership platform
- Rebuilt the CiviLink product-family identity system — 15 marks across four products as editable, layer-named vector files, plus brand guide and build documentation
- Wrote and run the social posting specification across five accounts and four platforms, holding a documented 2–3× weekly cadence
- Ran the naming process and wrote launch communications for a product rename
- Built a branching resident survey instrument and city-branded print parallel for a municipal client
- Designed and run an AI-assisted classification workflow with an explicit human review gate
- Recorded and produced the *Serve with Purpose* podcast in Adobe

Marriott Vacations Worldwide

Copywriter (Contract), Hyatt Vacation Club · January 2022 – July 2025 · Remote, GLÖ Creative & Delivery Services

- One of two writers who launched Hyatt Vacation Club, a national brand assembled from the Hyatt Residence Club and Welk Resorts portfolios
- Helped develop the brand voice and copy standards published in the HVC brand book — approved lexicon, words-to-avoid list with mandated substitutions, headline typography
- Wrote the inclusive-language audit that revised the brand's controlled vocabulary, and the alt-text standard the team wrote to
- Lifted pre-arrival lifecycle CTR 19% and halo campaign CTR 10% year over year
- Delivered 400+ projects across lifecycle email, landing pages, paid and organic digital, event campaigns, print and UX copy; roughly 100 integrated landing pages
- Wrote a 36-email halo nurture program across nine markets, plus pre-arrival journeys, a six-email win-back sequence, onboarding, and the transactional layer
- Held the copy function alone when the supervisor left the company, then onboarded and trained the replacement
- Partnered with legal on FTC and state disclosure compliance; wrote UX and alt-tag copy to WCAG standards
- Contract renewed quarterly for nearly four years

Blair (Bluestem Brands)

Copywriter · October 2013 – January 2022 · Warren, PA

- Joined a 50-person creative department of writers, designers, producers, and in-house studio photographers
- Shaped the brand voice in menswear, which led to a move to womenswear
- Key writer on the move off catalog — digital went from 20% to 50% of sales between 2013 and 2015
- Wrote and SEO-optimized 300+ e-commerce pages annually across multiple apparel divisions
- Lifted email CTR 8% and average order value 17% through performance-driven copy
- Named Neat-Fit® Jeans and carried the mark through to registration with legal; ran clearance through TESS/USPTO
- Mentored peers on brand voice, copyediting, and proofreading standards

EARLIER

Whirley-DrinkWorks! HR Specialist, 2012–2013 · **Warren County Chamber of Business & Industry** Workforce Development Director, 2008–2012 · **Times Observer** Staff Writer, 2006–2008 · **American Healthcare Group** Contributing Writer, 2016–2017

CAPABILITIES

Brand voice and tone · Style guides and copy standards · Lifecycle and email · Full-funnel journeys · Direct response · E-commerce · Landing pages · UX and conversion copy · Integrated campaigns · Social and content marketing · Long-form and technical · Naming and messaging · Content strategy · Copyediting and proofreading · Inclusive-language auditing · Accessibility (WCAG) · Regulated copy (FTC, state disclosure) · SEO, GEO, and AEO · AI-assisted workflows

TOOLS

Adobe Workfront · Workfront Proof · Asana · Figma · InDesign · Illustrator · Photoshop · Premiere Pro · Audition · Canva · WordPress and Divi · Wix · Mailchimp · Constant Contact · Metricool · Google Forms · Microsoft Office · Google Workspace · Claude and ChatGPT · Grammarly · AP style · TESS/USPTO

CERTIFICATION AND PROFESSIONAL DEVELOPMENT

Certified GURU Email Specialist — Certified GURU (Constant Contact)

ANA certificate courses (2024): The Art and Science of Brand Building · Strategic Customer-Centric Marketing · Developing an Effective and Inclusive Multicultural Marketing Strategy · Creative Copywriting

ANA training: Advanced AI Prompt Engineering (2025) · Generative AI (2024) · Advanced Email Marketing (2024) · SEO for Everyone (2024) · Brand Activations That Drive Results (2024) · Social Media for Brand Building (2024)

Leadership Warren County · Dale Carnegie Leadership Training

EDUCATION

University of Pittsburgh — Bachelor of Arts, Public Relations; Writing minor. Cum laude · Sigma Tau Delta International English Honor Society