

# VICTORIA FRASER

MARKETING WRITER

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Veteran marketing writer with 12+ years' experience creating persuasive, optimized content for B2B and B2C initiatives. Equally effective as an independent contributor and in collaboration with UX, product, sales, and design teams. Brand steward for all things editorial.

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## EXPERIENCE

### OWNER/PRINCIPAL

2015-Present

#### Water Bear Content, Lexington, MA

Perform content audits and develop strategic content, including brand voice, style guidelines, and editorial calendar for clients in financial services, technology, and consumer products. Specialties: crafting website copy, email campaigns, landing pages, blogs, educational content, brochure copy, ebooks, and other marketing collateral. Clients: Ally Bank, TradeKing, PAN Communications, Tier One Partners.

### COPYWRITER

#### Forrester Research, Cambridge, MA

2008-15

Online Copywriter (B2B)

#### Lending Tree, Charlotte, NC

2006-08

Senior Copywriter (B2C)

#### LowerMyBills.com, Santa Monica, CA

2003-06

Consultant (B2C)

Led editorial direction for in-house creative services team. Defined brand voice and style and created sales and marketing content across a broad range of channels and deliverables.

- Optimized conversion-centric content with A/B testing
- Internal/external communication: intranet, brochures, sales decks, print collateral
- SEM-targeted campaigns and articles
- Content strategy for online communities
- Transactional forms and how-to guides
- Usability testing and UX enhancements
- Banner and text link ads
- Mobile app and product launch messaging

Key creations/contributions:

- LowerMyBills.com – Rebranded customer retention emails, resulting in a CTR increase of 14.3%/month over month for Q3 2004, generating an additional \$74,000/month and increasing total net contribution by 9.4%.
- HomeLoanCenter – Wrote SEO-targeted articles that increased lead generation for total estimated revenue boost of \$79,692 in Q3 and Q4 2006.

- LendingTree – Conceived new transaction forms, yielding 16% lift in completion and \$250 per-form revenue increase.
- Forrester Research – Crafted mobile app campaigns, resulting in 24.30% click-to-open rate, beating industry standard.

## **OWNER/PRINCIPAL**

1992-2003

**Diane by Ten Productions, Los Angeles, CA**

Provided creative direction and managed projects from inception to launch for diverse client list spanning channels and industries, including consumer products, entertainment, financial services, and training/education.

Key clients\projects:

- Taco Bell – developed interactive board game for corporate training
- Shopping.com – researched and wrote product descriptions for online catalog
- BallsyBear.com – devised commercial website for novelty gift item
- The Kennedy/Marshall Company – evaluated manuscripts for film development potential
- Discovery Channel – wrote multiple episodes of docudrama series, “Diagnosis Unknown”
- PayMyBills.com – conceived editorial voice for B2C website; trained junior copywriters
- Cohen Brown Management – wrote scripts for employee training videos and supervised final edits

## **DIRECTOR, ORIGINAL PROGRAMMING MANAGER, ORIGINAL PROGRAMMING**

1990-92

1987-90

**The Disney Channel, Burbank, CA**

Supervised all phases of development and production of original films and award-winning series:

- Evaluated manuscripts, screenplays, and articles for potential development
- Hired, trained, and supervised story analysts
- Selected writers and directors and approved casting of major roles
- Approved production budgets and supervised filming on location

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## **EDUCATION**

**Bachelor of Arts in English, *magna cum laude***  
San Francisco State University, San Francisco, CA

1982

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## **AFFILIATIONS**

Member, AIGA Boston

Member, Writers Guild of America West