

VICTORIA FRASER

MARKETING WRITER

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Versatile writer and editor with expertise in creating persuasive, optimized content for B2B and consumer initiatives. Equally effective as an independent contributor, remote or onsite, and in collaboration with product, UX, sales, and design teams. Brand steward for all things editorial.

EXPERIENCE

MARKETING WRITER

Consumer and B2B clients

Water Bear Content, Lexington, MA

2015-Present

Perform content audits and develop strategic content, including brand voice, style guide, and editorial calendar for clients in technology, financial services, and consumer products. Skills: crafting SEO-optimized copy for web and mobile; shaping compelling brand stories through inbound campaigns and integrated digital/print marketing; developing transactional and educational content. Clients include Ally Bank, GOBankingRates, PAN Communications, TechNetworks, and TradeKing.

COPYWRITER

B2B Technology & Consumer Research

Forrester Research, Cambridge, MA

2008-15

Online Copywriter

Consumer Financial Services

Lending Tree, Charlotte, NC

2006-08

Senior Copywriter

Consumer Financial Services

LowerMyBills.com, Santa Monica, CA

2003-06

Consultant

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
- Mobile app and product launch messaging
- Content strategy for online communities
- Transactional forms and how-to guides
- Usability testing and UX enhancements
- Banner and text link ads

Key contributions:

- GOBankingRates – Created record-breaking A/B headlines for Stimulus Check advertorials resulting in a consistent 7% bump in CTR at 99% significance.
- 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 a 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 a 24.30% click-to-open rate, beating industry standard.

WRITER

Consumer Products & Entertainment

Diane by Ten Productions, Los Angeles, CA

1992-2003

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.

Creative contributions:

- Taco Bell – developed interactive board game for corporate training
- Vivendi Universal Interactive Studios – wrote intranet procedural manual
- Shopping.com – researched and wrote product descriptions for digital catalog
- BallsyBear.com – devised commercial website for novelty gift item
- 20th Century Fox Studios – evaluated manuscripts for film development potential
- Discovery Channel – wrote multiple episodes of docudrama series, “Diagnosis Unknown”
- Cohen Brown Management – wrote scripts for employee training videos and supervised final edits

EDUCATION

Bachelor of Arts in English, *magna cum laude*

San Francisco State University, San Francisco, CA

AFFILIATIONS

Member, AIGA Boston

Member, Writers Guild of America