

Britney Mott

Digital Creative Copy Manager, Children's Book Author

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SKILLS

Creative Writing • Editing • Email Marketing • SMS • Publishing • Photography • Graphic Design
Photoshop • InDesign • Figma • ChatGPT • WordPress • Microsoft 365

VALUES

Creativity • Organization • Leadership • Strong Work Ethic • Honesty • Flexibility • Efficiency
Innovation • Attention to Detail • Clear Communication • Responsibility • Punctuality

EDUCATION & INTERNSHIP

- Master's in Journalism, University of North Texas | December 2006
- Bachelor's in Mass Communication with a minor in Fashion Merchandising, Texas State University | May 2002
- Internship, *Texas Monthly* | January–May 2002

EMPLOYMENT

Digital Creative Copy Manager, JCPenney | November 2022–Present

Digital Creative Copywriter | February 2017–October 2022

- Write engaging email subject lines, achieving a *unique* average Open Rate of 35-40%
- Proofread 160 SMS per year, achieving an average Click-Through Rate of 2.45% and Conversion Rate of 3.24%
- Write weekly emails targeting audience segments, achieving an average Click-Through Rate of 2.07% and Conversion Rate of 4.02%
- Collaborate with teams to produce Shaquille O'Neal XLG online videos
- Write creative copy for brand launches, sales/events, social channels and seasonal gift hubs
- Proofread & approve approximately 330 digital vendor assets per year
- Proofread monthly CCPs (Customer Communications Panels) for credit cardholders
- Work cross-functionally with Store Visuals team to align messaging with digital creative
- Contribute in-store PA announcements
- Adhere to copy brand standards to ensure accuracy & consistency across channels

Copywriter, Sally Beauty, rep. by Tandem Theory | September 2016–January 2017

- Wrote fresh, compelling copy for emails, social media & in-store collateral
- Created video storyboards for beauty & haircare
- Maintained a style guide for consistent product descriptions across multiple channels
- Worked with art directors to concept product stories to support marketing initiatives

Managing Editor, Plano Profile | October 2015–August 2016

Assistant Editor & Online Editor | June 2005–June 2011

- Managed a creative team to publish a monthly magazine for a local market of 160,000
- Wrote & edited articles on food, fashion & business news for print & digital channels
- Worked closely with lead photographer to cover community events
- Ensured the magazine, ads & indicia cards met print production standards
- Managed the online community events calendar

Director of Communications, Every Orphan's Hope | January 2012–October 2015

- Wrote, edited & designed print & online newsletters, e-blasts, ads & brochures
- Achieved cost savings while ensuring accuracy & timeliness with commercial printers
- Wrote compelling copy & uploaded photos & videos to everyorphan.org using WordPress
- Tracked & reported Google Analytics for everyorphan.org
- Managed social media sites contributing inspiring news, stories & photos

Managing Editor, *Richardson Living* | January 2010–December 2011

Freelance Writer | May 2009–April 2017

- Remotely managed a team of freelance writers & photographers to publish a monthly magazine
- Wrote & edited features covering business, education, food, fashion, nonprofits & local events
- Designed ads for local businesses
- Photographed business leaders & community members for various stories

Content Editor, Hilton Worldwide | July 2011–October 2011

- Edited copy for the Hampton Inn, Hilton's largest brand with more than 1,800 hotels worldwide
- Edited & uploaded images to hilton.com using MediaBin & TeamSite
- Implemented SEO best practices to increase web traffic

Publishing Assistant, WorldServe Ministries | May 2004–April 2005

- Wrote & edited fundraising copy for ads, newsletters & worldserve.org
- Designed fundraising brochures, ads & flyers

Product Manager, Affordable Telephone Systems | April 2003–May 2004

- Initiated & created an editorial style guide for consistent product descriptions
- Updated & edited product descriptions for clarity

Writing Center Counselor, Texas State University English Dept. | August 2000–May 2002

- Assisted English department staff & faculty on special projects
- Managed a weekly Grammar, Spelling, Punctuation (GSP) review session in the Writing Center

HONORS

- Decoding AI for Marketers certificate, 2025
- Recognized eight times by my peers at JCPenney with the "Kick Ass" award
- Certified in Human-Centered Design, 2019
- Texas Intercollegiate Press Association award, *Cover Magazine*, "My Story," 2004
- Texas State University Dean's List, 2002

LEADERSHIP

- Society of Children's Book Writers & Illustrators, 2017–Present
- Leadership Plano Class XXV, Plano Chamber of Commerce, 2007–2008
- Leadership Frisco Class X, Frisco Chamber of Commerce, 2006–2007
- Society of Professional Journalists, President, 2002

PHILANTHROPY

- Every Orphan's Hope donor, 2012–Present
- Salvation Army's Angel Tree volunteer, 2017–Present
- Feed My Starving Children volunteer, 2024–Present
- Assistance League of Coppell volunteer, 2021–2025