

Tammy Jones

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Core Competencies

Scalable Content Marketing	Proofreading & Copy Editing	AI & Data-Driven Content Strategy
SEO, AEO, GEO Content Strategy	Email Revenue & Newsletter Growth	Site Redesigns & CMS Migrations
UX & Conversion Optimization	Team & Contributor Management	Microsoft, Google & Adobe Suite
HubSpot · Wrike · Jira · Trello · Wistia · Smartsheet · Salesforce · Basecamp · ClickUp · Zoho · etc.		

Professional Experience

Copywriter & Content Strategist – Highway Transport

July 2022 – February 2026

Led content planning and editorial execution across corporate digital properties, developing and then aligning SEO strategy with brand messaging and thought-leadership goals.

- Developed **keyword-driven content strategy**, increasing organic site traffic over 100% and 105,000 UVs
- Built/maintained **five websites on two CMS platforms** and managed a site migration from RFP to launch
- Implemented **SEO-focused content planning** based on keyword research, search trends, and analytics
- Created and managed **editorial calendar for blogs, landing pages, newsletters, and social media**
- Wrote and proofread emails, newsletters, marketing materials, and other corporate documents
- Maintained and optimized **Facebook, Instagram, and LinkedIn** social media brand presence
- Built paid media recruiting campaigns from audience and campaign setup through optimization and testing
- Merged **14 Facebook pages into two** for consistent brand communication and **10x engagement**

Digital Content Team, Interweave.com – Golden Peak Media (Remote)

September 2010 – April 2022

Oversaw digital content strategy and editorial operations for a large multi-brand publishing platform. Progression:

Senior Digital Content Manager, August 2021 – April 2022
Web Producer & Social Media Manager, January 2018 – August 2021
Social Media Manager, October 2016 – January 2018
Online Editor, September 2010 – October 2016

- Wrote and edited **high-performing SEO content** attracting 800,000+ annual unique visitors
- Directed **editorial and keyword strategy, SEO initiatives**, and content production
- **Grew email subscriber list 78% and organic site traffic 44%** in one year
- Developed and executed social strategies across five brands, **increasing traffic 480%**
- Supported SEO campaigns through aggressive large-scale tagging/taxonomy efforts, 20+ content marketing landing pages, lead-generation assets, conversion-focused content, and lookbooks
- **Led three website redesigns and three CMS migrations** with over 100,000 digital assets
- Created **email marketing funnels** and campaigns, used A/B testing and conversion optimization
- Managed employees plus 20+ contributing editors and writers

Copywriter (Freelance)

January 2009 – Present

Award-winning editorial and marketing content writer for magazines, agencies, and brands. Delivered **editorial features, website content, and brand storytelling** across industries such as publishing, nonprofit, healthcare, travel, education, retail/ecommerce, transportation, manufacturing, and arts organizations. Clients include:

Boy Scouts of America	Stuller and their Disney Bridal line	Coca-Cola / Roddy Vending Co.
First Tennessee Bank	Knoxville Museum of Art	Scripps Howard News Service
Textbooks.com	True North Custom Publishing	J.P. Hogan & Co. Advertising
PearlsOfJoy.com	Reach and Home Tour Magazines	Knoxville Opera Company

Editor & Content Manager – JTV.com, Jewelry Television

October 2005 – January 2009

Led editorial strategy and content development for a \$500M+ television and ecommerce retailer, launching new content-driven business initiatives and growing digital revenue.

- **Developed editorial calendar, style guide, and brand voice** for multiple web and print properties
- Created SEO-driven content hub, **generating \$6M revenue and 1.2M organic traffic increase**
- Wrote marketing newsletters earning **\$2.7M average monthly ecommerce revenue**
- Developed DIY product and education categories, **exceeding revenue projections by 200%**
- Built scalable Learning Library educational vertical with backlink strategy from design through launch, including 60+ educational microsites, **increasing organic search traffic over 1,000%**
- Implemented cross-channel email campaign between the website and television network, resulting in a **52% increase in email address acquisition and 14,000+ new ecommerce customers** in 30 days
- Launched The Vault luxury brand and vertical for high-end collectors, writing all copy and newsletters
- Implemented website redesign and **built content management system architecture/taxonomy**

HGTV.com Digital Team – Home & Garden Television, Scripps Networks

August 1998 – October 2005

Progressed through editorial leadership roles, contributing to the growth of **HGTV.com** and **DIYNetwork.com**.

Editor, Original Content - HGTV.com and DIYnetwork.com, June 2005 – October 2005

Associate Editor, Crafts - HGTV.com and DIYnetwork.com, August 2001 – June 2005

Assistant Editor, Building/Remodeling, and Editor, Real Estate - HGTV.com, August 1998 – August 2001

- Managed online content for HGTV's **top-performing show and largest website vertical**
- Generated millions of page views and ad impressions monthly and 3M unique visitors/year
- **Created award-winning DIY tutorials and original features** to decrease dependency on network content
- Developed **new content formats**, including HGTV's first live webcam and multimedia glossary
- **Repurposed CMS functionality to overcome resource constraints** and develop ad-friendly new platforms
- Managed 30,000+ digital assets across multiple CMS migrations
- Created HGTV's **first original content vertical**, attracting a **new audience and creating revenue stream**
- **Managed over 100 freelancers and contracts**, plus dozens of vendor partnerships and budgets
- Produced large-scale, advertiser-friendly "refresher" editorial packages for holidays, programming events, and brand magazines using mostly existing content, plus the HGTV Dream Home Giveaway online presence

Copy Editor and Features Editor – Metro Pulse

September 1996 – August 1998

- Wrote and edited editorial content for independent weekly newspaper covering arts, entertainment, and news
- **Produced award-winning special issues**, including *Best of Knoxville*, the *Wedding Guide* & *Get Outdoors!*

Education

Bachelor of Arts in English, with Honors - Carson-Newman College (now University)

Semester Abroad: Literature, Art, and Design - Imperial College of London

Graduate Gemologist, AJP & Pearls Graduate - Gemological Institute of America (GIA)

Awards

WEBBY Awards
ADDY
ADDY, Silver
ADDY, Bronze

Editor - People's Choice: HGTV.com, and Editor - People's Choice: DIYnetwork.com
Editor - "You Gotta Regatta" Supplement, *Metro Pulse*
Writer and Editor - "Connections" Newsletter, J.P. Hogan & Co.
Writer and Editor - "Tying the Knot" Wedding Guide, *Metro Pulse*