

# Brittany Worrell Boyce

## EXPERIENCE

MARKETING COMMUNICATIONS SPECIALIST, *Greenback Expat Tax Services*  
February 2016 – Present, Remote from Memphis, Tennessee

Responsible for crafting and optimizing content for company website, blog and email marketing, growing social media channels, generating advertisements, managing marketing projects and design, cultivating public relations opportunities and managing internal marketing communications.

MARKETING COMMUNICATIONS WRITER II, *Anthem, Inc.*

December 2014 – January 2016, Virginia Beach, Virginia

Responsible for project management and development of creative, strategic copy for member communications, research and development of new marketing campaigns, and successful collaboration with business owners from across the enterprise.

MARKETING CONTENT EDITOR & WRITER, *ForRent.com & Homes.com*

January 2014 – December 2014, Norfolk, Virginia

Responsible for management of content initiatives for B2B and B2C efforts for two large real estate brands, project management and creation of downloadable assets, crafting sales copy, email campaigns, whitepapers and blog articles, and editing of all internal and external content.

MARKETING & COMMUNICATIONS COORDINATOR, *For Rent Media Solutions*

April 2013 – January 2014, Norfolk, Virginia

Responsible for planning and management of internal and external communications for a large multifamily marketing brand, crafting press releases, media alerts, sales copy, email campaigns, white papers, blog articles, and editing of all marketing content for B2B marketing initiatives.

## EDUCATION

REGENT UNIVERSITY SCHOOL OF LAW, Virginia Beach, Virginia

Attended August 2010 – May 2011

VIRGINIA TECH, Blacksburg, Virginia

August 2007 – May 2010

Bachelor of Arts, Political Science

Honor: Dean's List

## EXPERTISE

Hubspot CRM

Silverpop Email Marketing

Skyword Content Management

Adobe Marketing Cloud

Adobe Creative Suite

Vocus/PRWeb

Microsoft Project

Microsoft Office Suite

Podio

JobOrder

AP Style

Wordpress

## CONTACT

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