



Core Skills

- Creative Problem Solving
- Clear Communication
- SEO & Data Strategy
- Unified Collaboration
- Initiative-taking Leadership

Technical Skills

Tools & Software: Canva, Adobe Creative Suite, Microsoft Office, Google Suite, Hootsuite, and Meta Business Suite.

Web Proficiency: Working knowledge of HTML and content management systems.

Contact

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Education

Master of Arts in English
San Diego State University

Bachelor of Arts in English
San Diego State University

References

Available upon request.

Brittany Maples

Professional Experience

Marketing Associate

Simplicity Financial Group

Feb. 2023 - Present

- Championing multi-channel B2B marketing initiatives through email campaigns, social media, educational videos, articles, blogs, white papers, and more.
- Optimized B2C content to enhance visibility, conversion, and lead acquisition in 2023 through SEO and data analytics, resulting in 46,745 qualified leads for financial advisors across 42 states.

Copywriter and Content Creator

Freelance

July 2019 - Present

- Collaborating with a diverse range of clients and brand voices to produce engaging content addressing target audience pain points.
- Engaging in a wide range of work such as copywriting, scriptwriting, ghostwriting, logo concept and design, social media content creation, and more.

RWS 100 Instructor

San Diego State University

Aug - Dec 2021

- Enhanced students' persuasive techniques, critical thinking skills, and analytical writing strategies through self developed lessons, presentations, and assignments.
- Provided and facilitated constructive feedback while fostering a safe engaging environment to improve their communication and logistical processes.

Publications

Modern Retirement Planning Insights from Ancient Greece

April 15, 2024, VettaFi Advisor Perspectives

From Boomers To Zoomers

December 1, 2023, Broker World Magazine

Portfolio

Brittanymaples.com