

Britney Mott

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SKILLS

Creative Writing • Editing • Photography • InDesign • Photoshop • WordPress • SEO
Social Media • Print Production • E-Newsletters • Publishing • Microsoft Office • HTML

EDUCATION

Master's in Journalism, University of North Texas, Denton, TX, December 2006

Bachelor of Arts in Mass Communication, Texas State University, San Marcos, TX, May 2002
Honors Thesis | *Aspire*: A self-help magazine for college students

INTERNSHIP

Texas Monthly, January–May 2002

EMPLOYMENT

Digital Creative Copywriter, JCPenney, February 2017–Present

- Write creative copy for multiple channels: print, email, mobile (push notifications) and web
- Pair up with Copy Manager to submit approx. 75 email subject lines per week to Creative Director
- Work with a team of Art Directors using Photoshop to update offers and disclaimers on jcpenney.com
- Update offers and disclaimers using InDesign on mailers and JWeb flyers
- Implement a creative “voice” across multiple divisions, adhering to legal and brand standards

Copywriter, Sally Beauty (representing Tandem Theory), September 2016–January 2017

- Wrote fresh, compelling copy for emails, store handouts, videos, and social media for Tandem Theory's client, Sally Beauty sallybeauty.com
- Maintained a style guide for consistent product descriptions across multiple channels

Managing Editor, Plano Profile, October 2015–August 2016

- Managed an editorial staff, as well as a team of freelancers, to publish a monthly magazine that reaches 160,000 readers in Collin County
- Wrote and edited articles on local fashion, food and business news for print and planoprofile.com, ensuring content was fresh, accurate and engaging
- Photographed events, restaurant outings, dignitaries and clients' business products for articles and ads
- Ensured the magazine, ads and indicia cards met print production standards
- Encouraged and implemented SEO practices to increase web traffic

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

- Wrote, edited and designed print and online newsletters, e-blasts, ads and brochures
- Achieved cost savings, while ensuring accuracy and timeliness with commercial printers
- Automated and improved communication processes with sponsors, donors and social media fans
- Wrote copy for and upload photos and videos to everyorphan.org
- Tracked and reported Google Analytics for everyorphan.org
- Updated social media sites with inspiring news, copy and photos

Managing Editor, Richardson Living, January 2010–December 2011

- Managed a team of freelance writers and photographers remotely to publish a monthly magazine that reaches 25,000 Richardson residents and business owners
- Wrote and edited feature stories, captions and headlines covering business, education, food, fashion, nonprofit news and events
- Designed and provided the photography for ads

Freelance Writer, Richardson Living, May 2009–April 2017

- Wrote engaging community stories on business, education, food, fashion, nonprofit news and events
- Photographed business leaders and community members for various stories

Content Editor, Hilton Worldwide, July 2011–October 2011

- Edited copy for the Hampton Inn (hamptoninn.hilton.com), Hilton's largest brand with more than 1,800 hotels worldwide
- Edited and uploaded images, submitted by hotels, using MediaBin and TeamSite

Assistant Editor & Online Editor, Plano Profile, June 2005–June 2011

- Wrote monthly features, the book review, web exclusives and the community events section
- Designed the community calendar and uploaded all events to planoprofile.com
- Updated 300-plus club/support group listings on planoprofile.com
- Photographed restaurants, events and dignitaries for both the magazine and planoprofile.com

Publishing Assistant, WorldServe Ministries, May 2004–April 2005

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

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

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

Student Worker and Writing Center Counselor, Texas State University English Department & Writing Center, August 2000–May 2002

- Assisted English department staff and faculty on special projects
- Managed a weekly Grammar, Spelling, Punctuation (GSP) review session for students

ORGANIZATIONS & HONORS

- Society of Children's Book Writers and Illustrators
- Leadership Plano Class XXV, Plano Chamber of Commerce
- Leadership Frisco Class X, Frisco Chamber of Commerce
- Texas State University Dean's List
- Texas Intercollegiate Press Association award, *Cover Magazine*, "My Story"
- Society of Professional Journalists Outstanding Member/President

REFERENCES

- Anna West, Associate Creative Director, Sally Beauty, 214-505-4686, awest@sallybeauty.com
- Cindy Boykin, Former Managing Editor, Plano Profile, 972-881-7404, cindyboykin@hotmail.com
- Gary Schneider, President/CEO, Every Orphan's Hope, 972-369-6352, gary@everyorphan.org
- Erica Yaeger, Publisher, Richardson Living, 214-228-0710, erica@richardsonliving.com