

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

EMPLOYMENT

Tandem Theory, Addison, TX

Copywriter for Sally Beauty Holdings, Inc., September 2016–January 2017

- Wrote fresh, compelling copy highlighting the latest trends in the beauty industry for emails, store handouts, videos, social media and sallybeauty.com
- Maintained a style guide for consistent product descriptions across multiple channels

Plano Profile Magazine, Plano, TX

Managing Editor, October 2015–August 2016

- Managed an editorial team, as well as freelancer writers and photographers, to publish a monthly community magazine that reaches 160,000 loyal readers in Collin County
- Wrote and edited articles on events, business news and more for print and planoprofile.com, ensuring content was fresh, engaging and accurate
- Photographed events, restaurant outings, dignitaries and clients' business products for articles and/or advertisements in the magazine
- Ensured the magazine, advertisements and indicia cards met print production standards
- Encouraged and implemented SEO practices to increase web traffic
- Acted as the back-up point person to organize and send "The Weekly" e-newsletter

Every Orphan's Hope, Frisco, TX

Director of Communications, 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 creative, inspiring content

Richardson Living Magazine, Richardson, TX

Freelance Writer, May 2009–October 2015; Managing Editor, January 2010–December 2011

- Wrote and edited feature stories, captions and headlines on topics ranging from business, education, food, and fashion to nonprofit news and events
- Designed ads

Hilton Worldwide, Addison, TX

Content Editor, 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

Plano Profile Magazine, Plano, TX

Assistant Editor & Online Editor, 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

WorldServe Ministries, Frisco, TX

Publishing Assistant, May 2004–April 2005

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

Affordable Telephone Systems, Carrollton, TX

Product Manager, April 2003–May 2004

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

Texas State University English Department & Writing Center, San Marcos, TX

Student Worker and Writing Center Counselor, August 2000–May 2002

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

Texas Monthly, Austin, TX

Art Intern, January 2002–May 2002

- Assisted the Associate Art Director in laying out the magazine
- Assisted the Assistant Art Director in taking photos for the calendar

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