



Traci Cox | copywriter

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I have solid experience developing multi-channel content for businesses of all sizes from start-ups to Fortune 200 companies.

Making complicated subject matter interesting and easy to understand is my superpower.

STRENGTHS

Creative Ideation
Integrated Marketing
Strategy
Critical Thinking
Partnering
Brand Voice
Research
Presenting

EXPERIENCE

Sr. Marketing Communication Writer

Elevance Health (Anthem Blue Cross and Blue Shield)
Hybrid in Richmond, VA (October 2021 to present)

- Consults with business leaders to identify business objectives.
- Recommends communication strategies and implementation approaches.
- Collaborates with creative teams to develop communication solutions.
- Creates content for digital, video, print, POS, and packaging for B2B, consumer-facing, and internal audiences.
- Ensures all materials meet internal and external business and legal standards and follow corporate standards, branding guidelines, and approval processes.
- Mentors other communication specialists and support staff.
- **Five Star** winner Q4 2022 for Delta finalist presentation
- Created numerous client digital and print presentations for clients like **Google, Meta, Delta, Spotify, Peloton, and Etsy.**

Copy and Content Manager

Nextten Stauer, Richmond, VA (March 2015 to October 2021)

- Created content in Stauer's storytelling brand style for consumer-facing audiences including direct marketing, print, e-commerce, and videos.
- Generated approximately five full page print ads a month for National Geographic, Smithsonian, The Wall Street Journal, Newsweek, and various trade publications.
- Led new product launches and rebranding initiatives.
- Partnered with multiple teams to develop communication and delivery strategies and coordinated efforts company wide.
- Trained and managed copywriter resources.
- Managed a large scope of work with shifting priorities and tight timelines.
- **Helped script and launch Stauer's first national television commercial.**

INDUSTRIES

Finance
Healthcare
Retail
Direct Sales

EXPERIENCE continued

Sr. Copywriter

Capital One, Richmond, VA (June 2002 to March 2015)

- Crafted compelling, approachable consumer- and business-facing messaging across print, digital, and experiential channels for multiple lines of business.
- Collaborated with stakeholders and product experts to optimize messaging.
- Ability to follow a creative brief and successfully fulfill upon business intent.
- Corporate branding and communications.
- Led internal and external branding initiatives.
- Manage contractor resources.
- **Multicultural Excellence Award** by the Association of National Advertisers for celebrating diversity in a student banking campaign.
- **Circle of Excellence Winner:** Online Banking Website Team.
- Led a team in creating a successful student checking campaign.

Online content contributor

Business.com (2015-2018)

- Wrote approximately one article a month focused on a trending topic in the business world.

TECHNICAL

MacOS

Microsoft 365

Adobe InDesign

Content Management Systems

INTERESTS

Screenwriting

Running

Travel

Gemstones

Therapeutic Horseback Riding Volunteer

EDUCATION

Bachelor of Science in Journalism

University of Kansas, Lawrence, Kansas

Applied Jewelry Professional

Gemological Institute of America (GIA) New York, NY

Professional development courses in:

Graphic design, photography, marketing research, 508 compliance, presenting, Ceros, creative thinking and mind mapping, digital strategies, and gemology.



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