

Leslie Anne Mcilroy
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POSITION: Copywriter/marketer/editor for progressive, creative company seeking innovative approaches and targeted, profitable ideas.

EDUCATION: BA in Professional Writing, Creative Writing & Philosophy with Honors, Carnegie Mellon University, Pittsburgh, PA, 1986.

TOOLS: CMS Wordpress, Microsoft, Semrush, Surfer, TubeBuddy, Adobe InDesign

PROFESSIONAL EXPERIENCE:

2021-May, 2025: **Senior Copywriter**, Libsyn, LLC. Employed tech and community knowledge of podcasting industry to maintain Libsyn voice and brand across hosting and advertising platforms. Work included SEO-savvy copy for digital advertising, social across all channels, AI-facilitated blog posts, product updates, life-cycle email campaigns, and proofing all customer-facing content, including UX writing. Responsible for raising brand awareness, conversions, informing YouTube channel growth, promoting educational live events, and creating assets for conferences and presentations.

2003-2021: **Advertising Copywriter**, Giant Eagle, Inc. Integral in the conception, launch and ongoing growth of Market District brand since 2006. Hours split between print and digital content creation for both B2C and B2B. Communications included web updates/digital sales pieces, direct mail, department brochures, store signage/POS, billboards, grand opening communications, package design copy, etc. Also served as writer/editor for monthly print Market District Newsletter—the latest in cuisine and cooking trends, including in-depth interviews with farmers and producers. Digital work included all-channel social, Google Display, FB ads, emails, sms, etc. Strategized and wrote all seasonal campaigns. Also work on CRM team writing customer retention pieces for Giant Eagle, GetGo and Market District. Teamed with marketing managers across LOBs to ascertain promotional goals and with creative managers, graphic designers and production specialists to achieve those goals. Also integral in the branding, introduction and promotion of GetGo, fuelperks! and myPerks.

1986-PRESENT: **Freelance Writer**. PR, brand identity, collateral and marketing materials for clients including Agnew Moyer Smith; Brabender Cox; CO2 Advertising, The Kaiser Group; Lazor/Yost Design; Ocreations; Questfore; Roberts Communications; Spectrum Graphics; as well as Bella Piatto Restaurant, Eat'n Park Hospitality Group; Pittsburgh Institute of Aeronautics, Primanti's, ProAdSpec and Vocelli Pizza.

2013-2018: **Cofounder & Development Director, HEArt** — Human Equity through Art — the nation's premiere literature & art journal dedicated to fighting discrimination & promoting social justice. Re-launched in August, 2013 funded by The Pittsburgh Foundation. Responsible for grant writing, development & publication/maintenance of website on a monthly basis, social media, management of editorial team.

1996-2001: **Senior Copywriter**, The Kaiser Group (Full-Service Creative Marketing Firm) Pittsburgh, PA. Work closely with Creative Director concept through execution.

Projects include radio and TV, brochures, billboards, print ads, press releases, identity packages, direct mail, etc. for clients ranging from retail, food & beverage, and high-tech manufacturers to industrial, financial and political accounts. Expertise in radio & TV production, client services, some design and print production. Clients include Atlantic Luggage, Eat'n Park Hospitality Group, CGI Telecommunications, HOSS's Steak & Sea House, Roaring Spring Paper Products, Sheetz, South Hills Datacomm, Straub Brewery, Thermafiber, Source Capital, Ltd., Uni-Mart, US Bankcorp, Schneiders & Ward Trucking.

EDITING/PUBLISHING

- 1997-2002: **Co-founder/Editor, HEArt** — Human Equity Through Art —a Pittsburgh-based nonprofit. Responsibilities included: (1) publication of *HEArt*—the nation's only journal of contemporary literature and art devoted to confronting discrimination and promoting social justice; (2) community & educational outreach; and (3) collaboration with other peace and justice organizations working to combat discrimination. Was responsible for design, layout, selection, editing and writing of materials for journal; coordination and publicity for all events; creation of all marketing/fundraising materials including press releases, invitations, ads, programs, etc.; maintenance of website; coordination of fund-raising materials; grant proposals.
- 2001: **Assistant Editor, Creative Nonfiction Foundation**, Pittsburgh-based nonprofit publishers of the first and largest literary journal devoted exclusively to creative nonfiction. Responsibilities included: marketing and targeted publicity of issues; promotion of contests/themes/scholarships; creation of marketing/fundraising materials including press releases, ads, inserts, etc.; maintenance of website; coordination and promotion of on-line 9/11 "Living Issue" essay board; production and dissemination of monthly electronic newsletter; coordination and promotion of educational & mentoring programs; writing and coordination of materials for grant proposals; logging of all submissions; database management; and manuscript screening.

COMMUNICATIONS/INSTRUCTING

- 1998-2005: **Instructor**, Poets-in-Person, Pgh. International Poetry Forum/Pgh. Public Schools.
- 2000-2001: **Columnist, *The New People*, Thomas Merton Center**, political poetry review.
- 1989-1990: **Publications Coordinator, Academic Computing**, Univ. of Pittsburgh, Pgh., PA.
- 1987-1989: **Publications Manager, Consortium for Computing in Undergraduate Education**, Carnegie Mellon University, Pgh., PA.

MARKETING

- 1994-1996: **Marketing Coordinator, WTW Architects**, Pgh., PA. Produced all marketing materials from client newsletter through project proposals. Responsible for archiving all completed projects and writing/editing/proofing all firm communications.

BOOKS:

- *The Red Door: A Historical Memoir of the Squirrel Hill Cafe*, 2020
- *SLAG*, Runner-Up, 2014 Main St. Rag Poetry Book Contest, 2015
- *Liquid Like This*, (full-length poetry collection), Word Press, July, 2008
- *Rare Space*, Winner, 2000 Word Press Poetry Book Prize, 2001
- *Gravel*, Winner, Slipstream Press Poetry Chapbook Award, 1997

References and samples available upon request.