

Stephanie Jo Buley
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EXPERIENCE

3/15 – Present: Owner of DiggityDogWalk / Diggitydogwalk.com

Offer one-on-one dog walking/sitting/running in the Greenlake area. Maintain the company website, create advertising pieces, billing and keep up-to-date information on dog clients as well as their owners.

9/12-12/15: Hypnotherapist for Positive Changes

Enjoyed working one-on-one with clients, providing hypnosis therapy, coaching and counseling for everything from weight loss to public speaking to nicotine addiction. Taught weekly nutrition classes to small groups.

09/07 – 10/11: Writer for Onlineshoes.com

Wrote as well as edited SEO-maximized product copy, catalog copy, site content, press releases, and a lifestyle/fitness blog. In addition, I specialized in writing product and brand copy for apparel and shoes related to athletic pursuits (e.g. running, hiking, yoga, etc.).

05/06–09/07: Direct Marketing Writer for Expedia.com

As part of the Email Creative Services team, I wrote copy that compelled customers to act, based on information and inspiration. I collaborated with designers, producers, and business leaders in the creation of transaction-based emails. Also supported travel retail merchandising and marketing efforts for Expedia lines of business.

2/02–4/06: Freelance Copywriter/Editor

I wrote and edited both web and print copy for companies large and small. Clients included REI, Shakti Vinyasa Yoga, Eddie Bauer, Bank of America, Delivery Express and GPS Escrow.

4/02 – 2/04: Starbucks Shift Supervisor

I managed employees as part of my shift duties. In addition, I ordered store supplies, provided top-notch customer service and created personalized beverages, all before 6:00 a.m....

3/97–1/5/01: Copywriter for FreeShop.com (now Aptimus.com)

As part of the Creative Team, I wrote and edited site promotions, direct mail, banners, collateral, newsletters, trade publication ads, and more. I was responsible for the content an opt-in newsletter that generated over 40% of revenue; helped redesign the FreeShop Alliance Program, which generated over 30% of revenue.

AWARDS

1995/Halo Award Gold - PAWS campaign promoting vegetarianism

EDUCATION

Washington State University - Graduated December 1989/B.A. Communications; Minor in English

PEACE OF MIND

A Seattle native, a lot of joy comes from the outdoors - hiking, running, camping, beach walking. Love yoga, Tai Chi, Feldenkrais (all great for kids). And most importantly, learning to see the world from a curious, sniffing, wagging, four-legged view.