

ELLEN SIPP-PARIS

CONTENT MARKETING WRITER • FRANKLIN, IN • 419-262-1368

◦ DETAILS ◦

Franklin, IN
419-262-1368
ecsipp@gmail.com

◦ LINKS ◦

[LinkedIn](#)
[Portfolio](#)

◦ SKILLS ◦

Content Marketing
eCommerce Marketing
SaaS Marketing
Content Writer
Content Manager
Organic SEO
Local SEO
AEO
StoryBrand Trained
Blogging
Newsletters
Paid Landing Pages
Social Media Posting
Content Optimization
Outside Partner Management
Freelancing
Wordpress
HubSpot
Wrike
Surfer
Editing
Keyword Research
Basic HTML
Time Management
Communication
Cross-Team Collaboration
Highly Organized
In-office and WFH



PROFESSIONAL SUMMARY

Content writer with 15+ years of experience helping brands and companies get found, understood, and chosen. Have led content teams and worked directly with clients and strategists to create landing pages, blogs, emails, product descriptions, and other SEO- and AEO-focused copy.

Recently led content efforts tied to a 14.1% increase in deals and 67.1% growth in organic revenue YoY. Looking forward to bringing my passion for content, strategy, and results to your company.



EMPLOYMENT HISTORY

Content Writer at Valve + Meter Marketing, Indianapolis, IN

Sept 2023 — Sept 2026

- Served as the lead content writer for 10+ home service businesses and B2C clients at a time, all generating at least \$1M in annual revenue.
- Applied SEO, AEO, PPC, and conversion strategies across service pages, brand scripts, blogs, landing pages, emails, and social media content.
- Contributed content to local SEO campaigns where 86% of tracked keywords ranked in Google's Local 3-Pack.
- Supported creative efforts that generated \$1.06M in marketing-attributed revenue and increased tracked calls by 182%.

Content Writer & Content Manager at eComEngine, Remote

Oct 2020 — Aug 2023

- Promoted to Content Manager in February 2022 by the Marketing Director.
- Developed blogs, landing pages, pillar pages, case studies, social media content, and downloadable resources across the customer journey for an Amazon seller software.
- Planned the editorial calendar and managed 6 freelance writers and weekly guest posters.
- Wrote 2–3 articles weekly for eComEngine.com and partners, including a guide with 24,000+ page views.

Senior Copywriter at Viral Launch, Indianapolis, IN

Aug 2017 — Mar 2020

- Created and optimized Amazon product listings for 1,500+ items using keyword research and eCommerce marketing best practices to improve organic visibility and profitability.
- Managed 5 junior copywriters and the department's content calendar.

Digital Copywriter at Industrial Color Brands, Louisville, KY

Oct 2011 — Oct 2016

- Produced SEO-optimized product titles, bullets, and descriptions across hardlines, footwear, and apparel for TheSportsAuthority.com.
- Reviewed and edited copy from the content team to maintain quality, consistency, and brand standards.



EDUCATION

Bachelor of Science in Sport Management/Journalism, Bowling Green State University, Bowling Green, OH

2004 — 2008