

LACEY CLEMMONS

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I'm a Seattle-based copywriter and content strategist with nearly ten years of professional writing experience. I've worked as a freelancer (as well as an in-house and agency writer) to create compelling marketing materials for many global and local businesses. I'm also an award-winning fiction writer and an essayist/blogger. I'd love to tackle any writing challenge you want to throw my way!

EXPERIENCE

Freelance Copywriter: Various, 2008-Present

- Marketing clients include small to mid-sized businesses in the Seattle area, such as Piraeus Consulting and Gay Youth Mentoring Services
- Non-fiction publications include essays on the Electric Literature blog and HTMLGiant.com

Digital Copywriter: Nordstrom, 2013-2015

- Lead writer for the transactional email program
- In-house writer for email, website and display ads
- Frequently collaborated with designers, art directors and business owners on content and layout strategy

Copywriter: Responsys (now Oracle), 2011-2013

- Agency writer for multiple digital channels, including email, website, display ads and social media
- Lead writer and strategist for the redesign of the Nordstrom transactional email program into a revenue-driving (versus a soft-marketing) channel
- Lead writer and strategist for global Yahoo! campaigns, such as the Summer Olympics App and the launch of Tom Hanks' web series
- Lead writer and strategist for multiple B2B/B2C email and landing page campaigns for Verizon Wireless
- Other clients included REI, Harry & David, See's Candies, Extra Space Storage and Digital Classroom

Lead Blogger & Marketing Specialist: Sage Rental, 2010-2011

- Built a blog of readership of 1000+/month
- Successfully pitched Sage Rental to reporters for news coverage

PUBLICATIONS

Fiction

- "Trigger" chapbook, *The Furnace Reading Series* August 2013
- "A Memory," *monkeybicycle.com* 2013
- "New Year's Day," *Jack Straw Anthology* Fall 2012
- "Les Enfants," *Third Coast* Spring 2010
- "Breast," *Vestal Review* Fall 2009
- "When Things Got Messy," *The Ne'er-Do-Well Review* 2009
- "Trigger," *Nimrod International* Fall 2009
- "The California Girls," *MAKE: A Chicago Literary Magazine* Spring 2009

- "One-oh-One," *The Portland Review* Winter 2007

Nonfiction

- "10 Spots to Satisfy Your Various Inner Book Nerds,"
Electric Literature blog 2014
- "Scott Henkle's Not Afraid of Failure," *Electric Literature* blog 2014
- "Small Wonders at Seattle's APRIL Festival,"
Electric Literature blog 2014
- "Stories Keep Us Warm," HTMLGIANT.com 2013

WRITING AWARDS

- Jack Straw Fellowship Recipient 2011-2012
- First-Prize Winner of the Katherine Anne Porter Prize
given by *Nimrod International* 2009
- Teaching Assistant Scholarship Recipient,
University of Washington 2004-2006
- AWP Award Series Nominee for Creative Nonfiction 2005
- Winner of the Robert A. Witchert Endowed Memorial
Scholarship for Creative Writing at New Mexico State U. 2003

EDUCATION

University of Washington, Seattle, WA, 2006

Master of Fine Arts: Creative Writing

- Concentration in Fiction
- Thesis: *Kitten*, a collection of short stories
- Reader for *The Seattle Review*

New Mexico State University, Las Cruces, NM, 2003

Bachelor of Arts: English and French, Honors