

GHIA SMITH

Senior Writer & Content Strategist | Integrated Marketing Communications

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PROFESSIONAL SUMMARY

Senior writer and content strategist with 10+ years of experience turning complex business problems into clear, audience-centered communications for B2B and B2C organizations. Combines deep copywriting experience with content strategy, integrated campaign development, customer education, and performance optimization. Known for finding the useful story inside technical or fragmented information, building the messaging and content systems around it, and using audience and performance insights to improve what comes next.

CORE CAPABILITIES

Senior Copywriting • Content Strategy • Strategic Messaging • Integrated Campaigns • Customer Communications • B2B & B2C Content • Email & Lifecycle • SEO & Search Intent • Audience Segmentation • Content Systems & Operations • Marketing Analytics • Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Duke Energy Corporation (Zempleo) | Raleigh, NC

Senior Creative Copywriter / Communications Specialist IV (Contract) August 2025 – August 2026

Strategic communications partner supporting 15+ enterprise programs across customer marketing, operational communications, energy education, and product messaging for residential and commercial audiences.

- Translated complex energy programs, regulatory requirements, and technical information into clear customer value, adapting message hierarchy and framing across audiences, jurisdictions, and stages of the customer journey.
- Developed enterprise campaign messaging reaching 472,000+ recipients (52.74% open, 1.64% CTR) and clean-energy/customer education communications reaching 186,000+ customers (71.23% open, 1.91% CTR).
- Built B2B messaging for trade ally and SMB audiences, including campaigns generating up to 3.66% CTR across 3,168 trade allies and 23.45% CTR for targeted webinar communications.
- Shaped content strategy and copy across email, web, landing pages, direct mail, paid and organic social, video, transactional/service communications, and storm communications; partnered with design, legal, compliance, PMs, and business teams.
- Created reusable messaging frameworks, templates, and content systems to improve consistency and execution across programs; used A/B testing and campaign performance to refine subject lines, segmentation, message hierarchy, and future communications.
- Applied customer-first content judgment to complex experiences, including audience-led energy education and a Residential Outdoor Lighting web experience that oriented customers before moving them into technical product exploration.

Vibes Collected Creative Suite | Charlotte, NC

Lead Content Strategist & Marketing Consultant August 2023 – August 2025

Led freelance content strategy and integrated marketing engagements for education, nonprofit, and service-based organizations, building the systems behind acquisition, messaging, and customer communications.

- LearnWell Projects: diagnosed a fragmented content and acquisition system, then combined technical SEO, search-driven editorial strategy, GA4, repurposing, and a three-page lead-generation funnel to grow monthly website traffic from ~400 to 10,000+ and contribute to a 5% increase in qualified leads.
- Gateway Daycare & Learning Center: built zero-to-one marketing infrastructure spanning website, messaging, SEO, Google Business Profile, social, print, and local/community marketing, driving 1,200% organic traffic growth and contributing to full enrollment and a waitlist.
- Created sustainable content and marketing systems clients could continue using after the engagement, including measurement foundations, reusable workflows, and internal handoff/training.

Stacksphere (Three Ships) | Charlotte, NC (Hybrid)

Content Editor & Strategist *June 2024 – November 2024*

Optimized high-traffic B2B affiliate content for MarketWatch Guides, balancing reader usefulness, search intent, editorial quality, and conversion across brands including Salesforce, HubSpot, ADP, Zoho, and LegalZoom.

- Edited and optimized content using a decision framework centered on searcher intent, accuracy, scannability, metadata, entity SEO, schema, pricing clarity, and conversion readiness.
- Partnered with SEO and editorial teams on emerging AI-search strategies and high-volume publishing initiatives during a record \$2M revenue month for the publishing environment.

Pinckney Harmon | Charlotte, NC

Content Writer *June 2022 – August 2023*

Developed SEO-informed content and digital marketing assets across healthcare and regional B2C accounts, expanding from content production into strategy, client collaboration, and editorial planning.

- Identified a planning/process gap during a leadership transition and initiated weekly content strategy meetings to review analytics, develop topics, and improve cross-functional alignment.
- Led content development for client initiatives including Seafields, partnering with clients, SEO specialists, and creative teams on launches, website messaging, and interactive lead-generation experiences.

SELECTED PUBLISHED WORK

“Why does your energy use change in summer?” • “Beyond the Gas Pump” • “5 Questions About Your Energy Use” • “Travel that gives back” (Duke Energy)

PORTFOLIO

Strategic portfolio available at ghiasmith.com — selected case studies show the problem, strategic read, decision, execution, and result behind the work.