

Amy Beth Frye Previs

BRAND STORYTELLER, CONTENT MARKETER, AND EDITOR

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AMY BETH FRYE LLC

Established June 2018

- Deliver content writing services to clients in logistics, hospitality, and others

CONVOY | CHICAGO, IL (REMOTE)

CONTENT MARKETING LEAD AND CHIEF EDITOR

September 2021–February 2023 (Impacted by a 50% department RIF)

- Executed full-funnel content and strategy to drive acquisition, engagement, and growth with Fortune 500 shippers. Focused on trust, education, and delight through creative approaches. Co-created “Write it Right” house style guide and acted as editor for brand voice and tone and grammar and punctuation
- Collaborated with freight economist and shipper insights team to create the Freight Insights Report, an original year-in-review benchmarking report
 - » In the first two weeks of launch, captured demand among 100+ Fortune 500 shippers, including prospects like Spindrift, The Container Store, and Conagra and existing high-priority shippers like Walmart, Unilever, and Ford
 - » Yielded email open rates of 50% for customer email and 56% for prospect email vs. typical 28%
 - » Drove record engagement in Convoy’s insights platform during launch week
 - » Key customers like Niagara, Target, Kellogg, and IKEA requested meetings with sellers to review their insights capabilities with Convoy
- Led the creation of The Future of Freight, a digital and print publication featuring 40 pages of thought leadership content for supply chain executives
 - » Partnered with brand team, leadership, and my own freelance network to produce print in just 2.5 months for conference in May 2022, where we used issue to engage with shipper that moved first load in July 2022
 - » In the first three weeks of launch, the digital issue was viewed 11,500 times, which was equal to the total number of page views earned by all of our blogs combined during the same time period, and drove 460 new visitors to convoy.com; average session duration 7:22, signaling engagement
 - » Supply chain executive at Ardagh Group (a Convoy customer): “The content in this issue will help any leader in the logistics space grow and better understand where to look for areas of optimization within their networks.”
- Revamped, scripted, and co-produced the Freight Market Update webinar, a customer favorite for Convoy’s quarterly analysis of trends in freight
 - » Received 105 registrants from key shippers like UPS, Walmart, Target, Molson Coors, IKEA, and Nordstrom with full attendance from 35 unique viewers for the lowest abandonment rate of any 2022 webinar and 33% conversion rate
 - » 2022’s best-performing webinar; “something wholly unique and engaging”
- Promoted from Product Marketing, Sales Enablement, and Content Lead

PRODUCT MARKETING, SALES ENABLEMENT, AND CONTENT LEAD

July 2020–September 2021

- Oversaw nine sales go-to-market motions with sprint competitions and hundreds of content pieces like sales decks, one-sheets, conversation guides, outreach messaging, demo scripts, product tours, FAQs, SOPs, and more

EDUCATION

Columbia University

Columbia Journalism School
Columbia Publishing Course
New York, NY

Six-week graduate program focusing on all aspects of book, magazine, and digital publishing

Nominated CEO/publisher in book workshop and editor in chief in magazine workshop

Indiana University

Ernie Pyle School of Journalism
Bloomington, IN
Bachelor of arts in journalism with a concentration in biology; IU Faculty Scholarship award recipient

SKILLS

- Content marketing
- Brand storytelling
- Copywriting
- Sales enablement
- Content strategy
- Data-driven stories
- Bold, big-idea content projects
- Editing to AP Style or CMOS and style guide creation
- Content/sales GTM leadership
- Customer journey

- Collaborated with sales enablement, product, and customer success on a sprint to help sellers improve and increase demos of Convoy's new platform; produced a seller playbook, talk tracks, pitch decks, product tours, and more in an accelerated timeline of three weeks; sprint's winning team increased demo frequency 671%, from 7 demos to 54 demos M/M, and acquired one shipper
- Launched a new growth strategy in partnership with business operations; sales-led sprint included a celebrated market statistics guide and new Salesforce process; team priced 64.5k lanes and was awarded 4,500+ lanes, a 7% conversion, from 17 target shippers like T.J. Maxx, Samsung, and General Mills
- Led a cross-functional team of 12 in a five-day sprint to draft Convoy's first annual sustainability report; report was amplified by Ashton Kutcher on Twitter and earned a 58% email open rate and 89% click-through rate

SMS ASSIST | CHICAGO, IL

DIRECTOR OF CONTENT AND SALES ENABLEMENT

September 2018–July 2020

- Pivoted in two weeks' time to launch COVID-19 Resources Center and pandemic-driven lead gen strategy; from April 1 to May 21, created 67 content assets; doubled number of accounts touched, from ~250 accounts to ~530 accounts weekly; resulted in a multimillion-dollar contract with Grainger
- Built the collateral program — including a celebrated 15-chapter sales training playbook — that drove customer acquisition for “our largest and most important deals” like Checkers, Steinmart, and JPMorgan Chase, a multimillion-dollar contract and the biggest deal ever won in company's 20-year history
- Directed the content and sales enablement team, with three managers owning copywriting, content marketing, website, sales enablement, and social media

HYATT HOTELS CORPORATION | CHICAGO, IL

MANAGER OF DIGITAL CONTENT STRATEGY

August 2016–September 2018

- Created digital content strategy for 700+ hotel sites on hyatt.com, which earned 100M+ visits and \$1.5B in revenue in 2017
 - » Developed scannable mobile-first content strategy implemented in Hyatt's 2018 website redesign
 - » Drove +9% Y/Y in content velocity (visits to check availability) vs. +2% control set in pilot of new strategy
 - » Created playbooks outlining customer-first content, SEO, and mobile strategy driven by user research, user experience data, and consumer insights
 - » Delivered training, webinars, and presentations to hotel marketing teams and agencies worldwide to ensure a consistent experience for the Hyatt digital customer
 - » Implemented a style guide to uphold best practices for quality, accuracy, and voice and tone for hotel marketing teams and agencies worldwide
- Launched content marketing landing pages that moved digital customers through funnel while maintaining positive ROI; enabled channel growth in paid marketing, social media, and organic digital acquisition
 - » Destination landing pages saw natural search traffic +200% Y/Y; generated \$2M in revenue in 2018
 - » Directory landing pages (e.g., “pet-friendly hotels”) saw organic traffic +47% Y/Y, page-one rankings
 - » Promotional email copywriting distributed to 5M+ and contributed to +98% revenue increase Y/Y
 - » Oversaw all promotional copy on global hyatt.com homepage, plus World of Hyatt loyalty program and credit card launches as well as acquisitions
- Managed the digital content team, consisting of two writers, two summer associates, and ~30 contractors

Marketing leaders at Google, Convoy, and others will attest to my high quality bar.

“Amy has clear strengths in creative storytelling and attention to detail in both writing and design. She also has great ideas, thinks outside the box, and always considers our brand voice/tone in her writing, making sure the customer is the focus. Beyond her marketing skills, she's also an absolute pleasure to work with, bringing humor and fun to her working relationships, is a great listener, and always willing to go above and beyond — generously giving her time and energy to helping others.”

Kristena Louie

Head of Global Demand at Google Workspace

“Throughout the past year, Amy's demonstrated strong sense of urgency, as seen with her high throughput of content production, all while maintaining a very high quality bar, diving deep with impeccable attention to grammatical and design details, and building trust, establishing herself as the go-to person our sellers look to for all of their content needs.”

Ryan Gavin

Chief Growth Officer at Convoy

COYOTE LOGISTICS | CHICAGO, IL

CONTENT AND SOCIAL MEDIA MANAGER

January 2015–August 2016

- Built the brand voice and tone and content program that took Coyote from startup to \$1.8B acquisition by the United Parcel Service (UPS)
 - » Notable content: the freight industry's early sustainability reports, popular "Join the pack" recruitment marketing, magazine-like internal newsletters
- Refreshed web copy and content hierarchy in coyote.com redesign; led to +27% Y/Y in organic traffic, +25% Y/Y in site visits, and \$20M in revenue in 2016
- Wrote presentation and video script that helped procure a three-year, multi-million-dollar contract with Procter & Gamble, Coyote's biggest customer win at the time; twice-nominated for Coyote MVP for "some serious creative energy and a kick-ass visual storytelling ability like no one else in the industry"
- Oversaw social media program, including campaigns with Chicago Blackhawks; recognized by Content Marketing Institute and named to list of Top B2B Chicago Tech Companies on Social Media by Walker Sands
 - » #JoinThePack Instagram campaign named a finalist for Best Instagram Video in the Shorty Awards
 - » "Who is Coyote?" video named a finalist for Best Video in PR News' Social Media Awards

COYOTE LOGISTICS | CHICAGO, IL

INTERNAL MARKETING COORDINATOR

November 2012–January 2015

GROUPON | CHICAGO, IL

EDITORIAL ASSISTANT

May 2011–November 2012

THE KNOT | NEW YORK, NY

STAFF WRITER, FACT-CHECKER, AND EDITOR

February–November 2010

THE CHICAGO COLLECTION MAGAZINE | CHICAGO, IL

EDITORIAL INTERN

January–February 2010

INDIANA ALUMNI MAGAZINE | BLOOMINGTON, IN

EDITORIAL INTERN

January–May 2009

RAND MCNALLY | SKOKIE, IL

EDITORIAL INTERN

May–August 2008