

Carson Schatzman

Carsonschatzman@gmail.com – 405.761.8221– Philadelphia, PA

<https://carsonschatzman.wixsite.com/schatzman-writing> (updates in progress; password: Work123)

Creatively minded and analytically trained, I am a writer, thinker, analyst, and the type of worker who will find a way to get anything done. My humanities degrees (B.A. Philosophy; M.A. English) have refined my ability to understand and communicate complicated subjects, and my professional experience has taught me to support internal teams, work with clients, and tackle a wide range of projects simultaneously. I am a skilled writer and have a passion for ideas; I am also a professional who understands efficiency, precision, and collaboration. I have a talent for combining creativity and rigor.

Work Experience

AccessLex Institute

Lead Copywriter and Editor – February 2024-Present

- Responsible for writing and delivering Company communications, including milestone press releases, personal emails from Senior Leadership, and including communications to law school Deans from AccessLex C-Suit and to law school Administrators from AccessLex program directors; announcement, brochures, and brand initiatives.
- Coordinated between multiple business lines, programs, and research and policy Centers to promote upcoming initiatives, create strategic marketing plans, draft, edit, and publish communications, including stakeholder emails, blogs, ads, social plans, etc.
- Owned the messaging strategy for LexCon'24, the flagship Conference of AccessLex. With 2,400 member school email recipients, increased open rate 11% YoY, click through 15%, and 2x unique clicks for registration. 70 unique emails with 16,000 receipts.
- Concepted and executed messaging architecture and campaign strategy for Helix Bar Review, a comprehensive bar exam preparation course in a legacy market. Led messaging, content, content strategy, and competitor analysis. We put the commercial competitors on their heels. With value-specific messaging and brand consistency, Helix is now one of the big three in bar prep.
- Concepted, strategized, organized, wrote, edited, or promoted thought leadership content elevating the Company's subject matter experts, unique market position, and strategic goals regarding personal finance, education policy, brand position, and more.

Athena Global Advisors

Senior Copywriter – May 2022-August 2023

- Strategized, concepted, pitched, outlined, and drafted/edited the Athena blog "Views from 15th Street," including the look and feel and quarterly editorial calendars that amplify overall brand initiatives, overseeing and drafting 30+ blogs.
- Researched, selected, and wrote (80+) "Week in Review" newsletters for both internal and external audiences.
- Marketing consultant for organic social media in telecom (Comcast, Flow) and long-form brand placement pieces (Flow).
- Managed and mentored editorial interns and analyst writers, supporting their creative and professional development.
- Responsible for identifying, interviewing, and drafting (30+) case studies across all business departments and purposes.
- Ad hoc support for our client-facing internal teams, including: pitched names and tags for high-visibility initiatives (Comcast, NFL, Flow); refined and elevated strategic marketing campaign pitches (Comcast, Hitachi, Liberty Latin America, Wharton, among others); proofed, elevated, and clarified business development pitches and proposals.

Copywriter – July 2021-May 2022

- Successfully concepted a new model, researched, and wrote (100+) employee bios for branding and client purposes.
- Supported a comprehensive Athena-brand overhaul, including messaging, website, brand initiatives, and corp. comms., etc.

Villanova University

Research Assistant – August 2019-July 2021

- Personal research assistant for Dr. Megan Quigley. Provided valuable new scholarship and historical research work; summarized conferences and colleagues' work, verified proofs and citations; general go-getter, handled complex requests and eager to provide answers; facilitated communication with established scholars, provided interview prep; was ready and able for every ask.
-

Education & Involvement

VILLANOVA UNIVERSITY

M.A. in English Literature, with Distinction

UNIVERSITY OF OKLAHOMA

B.A. in Philosophy and Classics

THE ECONOMIST EDUCATION

Professional Communication: Business Writing and Storytelling

U.C. DAVIS – The Strategy of Content Marketing

Vice President of Academic Affairs, Villanova Graduate Student Council – (Liaison between admin, student groups, and GSC; parliamentarian; supported social/philanthropic events.)
Editorial Board for CONCEPT – (Reviewed and selected Villanova Graduate Student Journal pieces across disciplines.)
Graduate Student Representative for Villanova Intellectual Property Policy Committee – (Advised committee on IP Policy.)
President of *World Literature Today* Student Advisory Board
Founder, Editor of *The Aster: An Arts Review* (Ongoing Uni. of Oklahoma student arts review.)