

I am a versatile writer of engaging and effective copy complemented with design experience.

HIGHLIGHTED SKILLS

- Strategic composition of SEO digital copy, from email campaigns to eBooks, product descriptions to landing pages, headlines to blogs, social media to banner ads
- Dexterity crafting a range of content, from case studies to brochures, newsletters to websites
- Nimble adaptation of appropriate voice and tone for diverse audiences
- Sound command of brand identity adherence
- Engaging storytelling
- Proclivity to transform research and technical information into reader-friendly copy
- B2B and B2C copywriting, both print and digital formats
- Accurate copyediting and proofreading
- Thorough and persistent research
- Effective project management and organizational prowess

COMPUTER SKILLS

- Microsoft Office • Adobe Photoshop, Illustrator • WordPress • Squarespace • Wix
Windows and Mac OS • Social Media

WORK EXPERIENCE

Coinforce, Freelance Content Writer (Remote) Olympia, WA

08/2017

- Drafted challenge coin-related articles and stories with SEO to populate new web domains
- Sourced information through interviews and research of topics and current news

NW Territorial Mint, Copywriter (Remote) Kent, WA

11/2015 – 03/2017

- Crafted enticing web content and marketing copy for online retailer and producer of custom awards, coins, and other metal productions
- Bolstered sales with targeted email campaigns, product descriptions, and other marketing collateral
- Attracted new customers with compelling case studies, articles, packaging copy, and mailers
- Researched diverse audiences and product subjects to ensure accuracy and authenticity
- Refined and maintained brand identity while balancing various voices and tones
- Wrote video scripts, including video presentation for *Merikin Medal of Merit* awards ceremony
- Developed raw content for vertical marketing brochure series
- Spearheaded effort to update company website and establish social media presence
- Authored sales solicitation letter templates and edited outgoing communications for sales team
- Refined project management tracking system in Trello for marketing department
- Effectively managed multiple projects and met deadlines in a fast-paced, fluid environment

Everett School District, Writer (Contract) - Everett, WA

09/2015 – 10/2015

- Developed and wrote campaign of articles and personal stories advocating updated classroom technology, and thus, increased district funds
- Connected with district voters through non-bureaucratic language, introspective analogies, and real-life student examples gathered through interviews

Legwork PRM, Copywriter (Remote, Contract) - Wenatchee, WA **12/2014 – 10/2015**

- Helped dentists market their practice by creating accurate, yet appealing, patient-focused copy
- Edited, updated, and wrote fresh content for company and client websites via Squarespace
- Composed monthly marketing campaigns consisting of email blasts, landing pages, and eBooks
- Authored pay-per-click ads, internal company blogs, and managed content
- Crafted articles for *North Seattle Aesthetic Dentistry* magazine
- Used SEO best practices in online publications and marketing for B2B
- Interviewed clients for staff bios and personalization of content
- Performed intensive research and fact-checking to ensure content accuracy

For Beginners Publishing, LLC, Author (Remote, Contract) – forbeginners.com **05/2014 – 08/2014**

- Wrote book manuscript, *Gluten-Free Guide for Beginners*; completed within three-month contract

Gold Seal Reviews, Book Reviewer (Freelance) - goldsealreviews.com **11/2013 – 05/2014**

- Composed book reviews for posting on Amazon.com, Barnes & Noble, and iTunes

K & L Distributors, Graphic Designer_Ad Copywriter - Renton, WA **08/2005 – 12/2013**
(Became Anheuser-Busch operated in 2012)

- Edited, designed, and wrote creative content for branded promotional materials for beer distributor
- Complied with brand standards and copyright laws
- Successfully managed multiple projects and assignments to meet deadlines
- Increased department production over *200%* within first year of employment

EDUCATION

Long Ridge Writers Group, CT - Creative Writing and Editing

Art Institute of Dallas, TX - Computer Animation and Graphics

York College of Pennsylvania, PA – Fine Art and Graphics