

# Britney Hall

## Content Writing/ Digital Marketing

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<https://britkhal.github.io>

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### Summary & Key Skills

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An accomplished content writer and digital marketing professional with a passion for writing engaging and accurate content for a wide range of audiences. Excels at creating in uncharted waters with a proven track record of innovating, writing, producing, and editing content in an effort to grow brand awareness and define a specific voice for clients. Implements effective digital communication strategies to deliver message in a compelling way. Extensive knowledge of technology with an inherent ability to multi-task and communicate effectively on teams in person and in remote environments.

Remote Work | Blogging | Podcasting | Vlogging/Streaming | Social Media | Content Strategy | Content Creation  
SEO Strategy | Implementation | Creative | Editing | Collaborative | Problem Solving | Strategic Thinking  
Resourceful | Research | Deadline Driven | Teaching | Advising | Self-Starter | Detail Oriented | Time and Task  
Management | Written and Verbal Communication Skills | Technology Savvy | Customer Service

### Technology Tools

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**Software:** Microsoft Office (Word, Excel, PowerPoint), Google Suite (Drive, Sheets, Docs, Hangouts)

**Remote Tools:** Slack, Skype, Zoom, Dropbox, Discord, VoIP technologies

**Design Tools:** Spark, Photoshop, SAI, InDesign, Lightroom

**Coding Languages and Tools:** HTML, CSS, JavaScript, GitHub, Visual Studio Code, Atom

**Social Media:** Facebook, YouTube, Twitter, Instagram, Tumblr, Pinterest, Snapchat, Reddit, Imgur, Tic Tok, Vine, Spotify, Deviant Art

**Other:** WordPress, Canvas, BrightPod, Hitask, Monday, Trello

### Career Highlights

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- ✓ Successfully apply appropriate SEO marketing strategies to achieve increase in search hits on Google and other search engines
- ✓ Produce creative, audience focused content on multiple topics for blogs and businesses
- ✓ Strong editor, with keen attention to detail, **thoroughly reviewing articles, and digital marketing materials for grammar and appropriateness of content**

### Professional Experience

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**Lead Content Writer | Editor (Remote)**

March 2018-June 2019

Savvy-Works, **LOCATION**

*Savvy-Works was a start-up content marketing agency specializing in building businesses using inbound marketing strategies.*

- ❖ Entrusted with progressive levels of responsibility based on exceptional performance, received promotion within in 1 month of employment
- ❖ Producing enticing content on multiple topics for blogs and businesses applying SEO marketing techniques **expanding audience reach; consistently recieved highly positive feedback from clients**
- ❖ Edited materials submitted by others, **provided feedback and pushed content under tight deadlines**
- ❖ Researched a variety of topics ensuring appropriate content was developed and published

**Social Media | Blogger Specialist Intern (Remote)** Edlyn Essentials

November 2017-May 2018

**Content Writing Intern (Remote)**, Mindcology.com

October 2017-February 2018

*Both companies provide high-quality and digestible content around the topics of health and wellness.*

- ❖ Researching subject matter for content, planning and writing for publication, producing various marketing pieces for women's health and mental health and coaching
- ❖ Honed SEO marketing skills working to provide digital content reaching targeted audiences

## Other Experience

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### Applied Behavior Analysis Therapist

Stepping Stones Therapeutics, LLC, LOCATION

- ❖ Worked one on one with autistic children, implemented behavior plans autonomously on location
- ❖ Collected data daily, made behavior plan adjustments based on needs of client
- ❖ Trained new team members ensuring they had the skills necessary to work with children applying appropriate behavioral interventions

### Youth and Family Program Leader

Ridley YMCA, LOCATION

- ❖ Spearheaded the coordination of classes and events, securing locations, topics, and students for successful execution of family programming
- ❖ Liaised with and informed customers on program offerings so all membership benefits could be realized

## Education & Certifications

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**Front-End Web Design Certificate** (HTML, CSS, JavaScript), 2019

TechDegree, *Online course*

**Bachelor of Arts (BA)**, dual degrees: English and Psychology

The Pennsylvania State University, *State College, PA*