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Jupiter, FL



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WRITING EXPERTISE

SEO Content

Email Marketing

Social Media Posts

Web Pages

Ads

Brochures

Marketing Materials

Scripts

Articles

EDUCATION

BACHELOR OF ARTS DEGREE

English

Writing Concentration

State University of NY

At Plattsburgh

1987

CORINNE REED

Professional Copywriter

PROFESSIONAL PROFILE

Self-motivated writer and editor with the unique ability to tell stories and market products and services in compelling and fresh ways to promote growth. I fully understand what it means to operate in a performance-driven environment and know how to balance emotional and results-driven writing.

EXPERIENCE

CHIEF COPYWRITER

International Alliance of Healthcare Educators, Palm Beach Gardens, FL 2017-2022

Responsible for researching, writing, editing and proofreading copy for marketing, communication and educational materials used to sell course registrations and promote Upledger Institute International, The Barral Institute, D'Ambrogio Institute, other International Alliance of Healthcare Educators (IAHE) member companies, Upledger Institute Clinic and the Dr. John E. Upledger Foundation.

- Newsletters
- Email blasts
- Brochures
- SM posts
- Class descriptions
- Course catalogs
- SEO Content
- Product marketing
- Book excerpts
- Web pages
- Marketing materials
- Conference materials
- Ad copy

COPYWRITER

John Maxwell Team, Jupiter, FL | 2016-2017

- Wrote clear and persuasive copy and SEO content for all social media outlets, brochures, email campaigns, 40+ page program books, advertisements, and more.
- Wrote copy for external audience (sales efforts), and internal audience of 11,000+ members.
- Assisted with marketing and sales efforts to reach and exceed goals of 100+ worldwide sales per week.
- Developed new, unique concepts, including video content and successful email campaigns.
- Collaborated with designers, illustrators, printers, photographers, and production companies.

MARKETING MANAGER

Illustrated Properties, Jupiter, FL | 2010-2015

- Designed, wrote, and placed weekly listing ads for real estate agents.
- Managed & wrote website content including copy, photos, video tours, and listing information.
- Oversaw and managed marketing projects for agents with in-house graphics department.
- Wrote and edited copy for all ads, brochures, website content, other marketing materials.
- Taught marketing classes to agents about social media, online advertising, etc.
- Wrote, edited and designed all in-house flyers, invitations, class materials, agent resources.



CORINNE REED

Wordsmith
Grammar Nerd
Voracious Reader

Volunteer Work

Quantum House

Big Heart Brigade

Susan G. Komen
60-Mile Breast Cancer Walk

Light the Night for Leukemia

All Saints Catholic School

PROFESSIONAL DEVELOPMENT



EXPERIENCE continued

MARKETING MANAGER

Girl Scouts of Southeast Florida, Jupiter, FL | 2008-2010

- Implemented and executed a 6-county wide media campaign for 2009 Cookie Sale.
- Served as Promotion Leader for annual fundraising events.
- Wrote, edited and managed all aspects of communication to members, troop leaders, and more.
- Managed and coordinated website content
- Wrote and pitched stories to local, regional, and national media.

GROUP SALES MANAGER

Maltz Jupiter Theatre, Jupiter, FL | 2004-2008

- Sold blocks of tickets for all season shows and limited engagements to groups of 20 or more.
- Each season, consistently grew number of group sales by 40% or more.
- Initiated a customized concierge service package that included assistance with transportation, ticket delivery, seat selection and pre or post theatre meals.
- Served on ongoing committees to plan and execute theatre events.

COMMUNICATIONS COORDINATOR

Albany County Convention & Visitors Bureau, Albany, NY | 1994-2003

Started as Executive Assistant to President; promoted after 2 years

- Wrote and distributed press releases to local, regional, statewide and national travel publications
- Performed all editorial duties for 4 different newsletters with different readership
- Designed and wrote promotional materials and brochures
- Represented Albany County at national travel/trade shows & served on committees to execute city wide events

WRITING SAMPLES

Professional and published writing samples available upon request