

# ANDREA OLESON

ORLANDO, FL

HELLO@ANDREAOLESON.COM

## SKILLS

### MARKETING COPY

Use language in a concise and efficient way. Consider project goals and intended audience and find the best voice and tone for each project.

### WEB COPY & SOCIAL MEDIA CONTENT

Create copy for websites, including blog posts and social media posts.

### CONTENT OPTIMIZATION FOR SEARCH ENGINES

Write or edit content to maximize discoverability in search engines.

### SOCIAL MEDIA MANAGEMENT

Create, curate, and schedule content for social media.

### MARKETING FOR BILINGUAL AUDIENCES

Work with Spanish-speaking clients to create campaigns in their language.

## COMPETENCIES

Spanish (native fluency)

Illustration & design

Photo & video editing

## PROFICIENCIES

HTML & CSS

WordPress

Photoshop

Premiere Pro

## EXPERIENCE

### SEO COPYWRITER & SOCIAL MEDIA MANAGER

authenticWEB

Orlando, FL - January 2013 to February 2014

Created copy for client websites, including small businesses and law firms.

Optimized copy provided by clients for better search rankings.

Worked with SEO specialist to create campaigns.

Wrote and submitted press releases for the company and clients.

Managed client social media platforms.

Helped create and manage company newsletter campaign.

### COPYWRITER

ThaSauce LLC

January 2013 to present

Created news posts announcing music releases and events.

Collaborated to create social media campaigns.

### FREELANCE WRITER

Created posts for own personal blog.

Created copy and visual materials for personal social media.