

steven tarlow

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PROFILE

[linkedin.com/in/tarlow00](https://www.linkedin.com/in/tarlow00) (full)

about.me/tarlow00 (portfolio)

EDUCATION

Master of Arts, English with honors – San Diego State University

Bachelor of Arts, English with honors San Diego State University

Associate of Arts, General Studies with honors – Cuyamaca College

Certification, Web Design/Development – SDSU College of Extended Studies

SKILL TAGS

Copywriting, technical writing, editing, blogging, proofreading, WordPress, SEO, SEM, marketing, B2B, B2C, advertising, press releases, email marketing, media scripts, grant writing, journalism, media relations, public relations, social networking, team leadership, Photoshop, Word, Excel, Pro Tools, Final Cut, Android, iOS, Spanish, translation, FrameMaker, Bronto, content development

EXPERIENCE

Morgan Charles Productions – Freelance copywriter/editor, 1/2000-5/2013, Spokane, Wash.

Freelance article writing and blogging for newspapers and online clients.

Photography, research, SEO, technical writing, novel editor.

Adworkz – Sr. SEO Copywriter/Editor, 5/2008-3/2013, Spokane, Wash.

Blog articles for various consumer lending and mobile tech industry clients frequently ranked first page on Google for most searched keywords. Produced press releases and marketing materials across multiple sites. Editor and adviser for writing team. Social media engagement and campaign management. Researched, wrote and edited white papers on lending industry practices and B2B sales and landing copy on Mobiworkz.com for establishing a business' mobile presence.

The Spokesman-Review – Marketing/Community Services Copywriter, 7/2004-1/2008, Spokane, Wash.

Press releases, B2B and B2C advertisements, articles, email and social marketing campaigns, media scripts for radio, television and public address system voice-overs. Assistant event organizer for community Career Fair, Everybody's Bazaar, 2nd Harvest food drive, et al. Used FrameMaker to prepare internal documents for directing project workflow, a long-standing efficiency problem between Marketing and other internal departments (primarily Sales) that I solved.

eMusic.com – Account Services Agent, 11/2003-5/2004, San Diego, Calif.
Customer retention, sales agent, conflict resolution, database maintenance, inbound/outbound workflow architect (solved problem regarding how to most efficiently track consumer email issues), media reviews, public relations.

The Upper Deck Company LLC – Sports and Entertainment Copywriter, 9/2002-11/2003, Carlsbad, Calif.
Copywriting, media reviews, media relations, sports marketing. Wrote copy for first PGA trading cards in history.

The Hartford – Policy Services Agent, 7/2000-12/2001, San Diego, Calif.
Licensed Fire and Casualty insurance agent. Serviced automotive and homeowners' policies via phone and postal mail on AARP contract. Top agent in my unit for additional point-of-sale conversions.

Cuyamaca College – English Professor/Writing Center Coordinator, 1/1995-9/2000, El Cajon, Calif.
Taught college courses in English composition and grammar, as well as literature. Maintained day-to-day operations of college computer instructional tutoring center, including tutor scheduling and supply tracking and maintenance.

San Diego Padres Baseball Club – Advance and Gameday Ticket Sales, 4/1998-9/1999, San Diego, Calif.
Game ticket sales, concierge, public relations, conflict resolution.

Ticketmaster – Event Ticket Sales, 4/1998-9/1999, San Diego, Calif.
Event ticket sales, public relations, conflict resolution.

Blockbuster Video – Customer Service, 2/1993-1/1995, Bonita, Calif.
Customer service, public relations, sales, cash handling, film recommendation, cleaning, handling and categorizing inventory.

Mervyn's – Customer Service, 6/1991-2/1993, Lemon Grove, Calif.
Customer service, public relations, sales, cash handling, cleaning, merchandising.