

Terri Hartman

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Copywriter with over 10 years of experience creating content for several industries. Skilled at in-depth research and explaining complex or technical terms and concepts. Capable of writing in a variety of formats and Learning new word processing software quickly.

Education

Bachelor of Science in Communications

Pennsylvania State University,
University Park, PA
September 2006 - May 2010

Key Skills

- Research
- Social media
- Editing
- * ADA and accessibility compliance
- ♦ Writing styles: AP, APA, MLA, Chicago

Professional Experience

Copywriter

J&K Agency, Asbury, NJ | December 2015 - Present

- ♦ Create content for 5-7 clients on a weekly basis, adhering to strict and competing deadlines
- Develop social media content, track KPIs and provide weekly analytics reports on results
- Conduct interviews with sources and write engaging blog posts with SEO incorporated

Junior Copywriter

MedTech, Brooklyn, NY | May 2010 - June 2015

- Wrote Long-form white papers on medical advances and scientific studies in the fertility treatment space
- Increased readership of the company magazine by over 30% through target ad campaigns
- Worked with a third-party video captioning service to ensure audio/visual content was accessible and met ADA standards
- Managed a group of 3-5 interns and developed copywriting workshops