

**Digital Content Writer | Copy Editor | Communications Specialist**

Versatile content writer and editor with experience in blog, email, newspaper and social media content. Proven ability to integrate out-of-the-box thinking and problem-solving analysis to improve processes, systems and methodologies.

**WORK EXPERIENCE****WEBITMD, Content Marketing Specialist, Remote**

NOV 2023 - CURRENT

- Prepare assignment briefs for freelance writers and edit over 30 blogs per month
- Optimize and create new on-page content for clients based on SEO audits
- Conduct nurture audit on existing drip campaigns and suggest recommended updates
- Create digital assets to show client's subject matter expertise

**TriMark Digital, Content Writer, Raleigh, NC**

SEPT 2022 - AUG 2023

- Generated high-quality content that attracts, nurtures and converts leads across multiple platforms
- Assisted with multiple airtight, fully integrated playbooks for two important verticals
- Executed e-commerce messaging strategies established by Content Strategists
- Built campaigns for engagement and lead generation

**Pillar Four, Staff Writer, Raleigh, NC**

JAN 2022 - AUG 2022

- Wrote and edited in-depth mattress and product reviews
- Reviewed intern copy for grammatical mistakes and inconsistencies in the company's style guide
- Regularly rechecked existing web articles for errors and outdated information

**CopyPress, Internal Copywriter, Remote**

FEB 2021 - JAN 2022

- Wrote clear copy free of redundancies and grammatical errors
- Revised copy based on internal and client feedback
- Met article goal of writing 3,000 words a day and applied edits for a quick turnaround process

**Brunswick Beacon, Staff Writer/Photographer, Shallotte, NC**

MARCH 2020 - FEB 2021

- Captivated readers with coverage of events and local organizations
- Edited copy to ensure it met AP guidelines and was factually accurate
- Informed the public of important government changes

**FREELANCE WORK****The Climate Club, Editor, Remote**

SEPT 2022 - CURRENT

Edit scientific terms and jargon into language that is widely accessible for online publication.

**Gabi's Grounds, Grant Writer, Raleigh, NC**

AUG 2022 - AUG 2023

Researched/found potential grant opportunities and prepared grant application responses.

**Austin Pets Alive!, Profile Writer, Austin, TX**

MAY 2017 - MAY 2022

Supported the adoption of rescued animals by crafting catchy bios for available cats and kittens.

**EASTside Magazine, Freelance Writer, Austin, TX**

SEPT 2019 - DEC 2019

Contributed to the entertainment section, focusing on hyper-local journalism to bring locals a sense of connection.

**INTERNSHIPS****Cider Spoon Stories, Intern, Austin, TX**

FEB 2019 - APRIL 2019

Collaborated to develop brand strategy effectively to promote services provided in an engaging way.

**Brittany's Hope, Intern, Elizabethtown, PA**

MAY 2016 - AUG 2016

Assisted in non-profit marketing efforts via writing summer newsletter and composing email blasts.

**EDUCATION & CERTIFICATIONS****Shippensburg University — BA in Communications, emphasis in Print & PR**

AUG 2013 - MAY 2017

**HubSpot Academy — SEO Certification**

JAN 2023

**Fort Hays State University — Grant Writing Certification**

JUNE 2021

**SKILLS**

- |                       |                |                     |
|-----------------------|----------------|---------------------|
| • Web Content Writing | • SEO          | • Meeting Deadlines |
| • Organization        | • Social Media | • Marketing         |
| • Proofreading        | • WordPress    | • Emails            |
| • Time Management     | • Copywriting  | • Blog Writing      |
| • Research            | • Interviewing | • Pitching Ideas    |
| • AP Style            | • Editing      | • Grant Writing     |