

SUMMARY

Dedicated, professional storyteller, writer and editor who helps clients by creating compelling content specifically designed for their target audience.

SKILLS

- MS Office; PicMonkey; Weebly; Slack; Google Docs, Go to Meeting; Zoom
- Excellent writing and proofreading skills, including AP style
- Experience with WordPress, Adobe InDesign, PhotoShop & Acrobat, HTML and SEO tactics
- Demonstrated proficiency in **meeting deadlines, collaborating with others, working remotely and consistently producing excellent work** in a freelance role
- Experience writing for a variety of clients for multiple purposes & topics, including **blogs, long form articles, case studies, web content, digital marketing emails, landing pages and social media**

EDUCATION**Metropolitan State University of Denver • May 2014**

- Bachelor of Arts, Journalism and Technical Communication; 4.0 GPA

University of Florida • August 1991

- Bachelor of Arts, English

RELEVANT EXPERIENCE**Owner / Freelance Writer / Editor • March 2017 - present****Ridley Creative Communications • Golden, CO**

- Research topics; write web content, blogs, articles and more for a variety of regular clients

Freelance Senior Digital Marketing Writer / Editor • March 2015 – 2017**October 2017 Clear Again Media • Dallas, TX**

- Researched topics; wrote web content for multiple clients and published daily via WordPress; managed team of freelance writers and editors; reviewed and revised content
- Interviewed clients to learn their brand voice, values and goals
- Created content, added images and built websites and landing pages in WordPress
- Created digital email marketing campaigns in Infusionsoft; edited images; used SEO best practices

Communications Assistant • June – December 2014**NextGreatTrip • Denver, CO**

- Wrote copy for press releases, email blasts, website and other needs; designed marketing materials and brochures using Adobe Creative Suite

Communications Intern • January – June 2014**Library of Congress / Teaching with Primary Sources, MSU Denver • Denver, CO**

- Implemented social media campaign using YouTube, Facebook and Twitter to promote annual event
- Edited videos, wrote blogs and designed program materials using Adobe Creative Suite

Technical Support Specialist / Technical Writer • 2001 – 2005**Ceridian (formerly Recruiting Solutions) • Denver, CO**

- Resolved software issues and trained clients in a web-based application
- Designed layout and created all content (text & graphics) for online and printed help system

Technical Support Specialist / Area Resource Coordinator • 1997 – 2000**Siemens Business Services (formerly Entex Information Systems) • Denver, CO**

- Resolved software and hardware issues for clients
- Evaluated client technical resource needs, interviewed and scheduled resources

English / Reading Teacher • 1995 – 1997**Lincoln High School • Dallas, TX**

- Taught English and reading improvement courses in an urban setting

OTHER WORK EXPERIENCE • 1990 – 1994

Held positions in hotel & convention sales and food & beverage management in Florida, U.S. Virgin Islands, California and Hawaii