



Education

Ball State University, Muncie, Ind. BA in Public Relations. May 2016. Honors college. 3.723/4.0 GPA. Cum Laude.

Skills

- Proficiency in Microsoft Office
- Proficiency in Google Suite
- Proficiency in social media, particularly in Facebook, Twitter, and LinkedIn
- Experience with Adobe Creative Suite with proficiency in InDesign
- Experience with WordPress
- Experience with MacOS environment
- Experience with Yoast SEO and SEOquake
- Experience with creating content with a focus on calls to action and direct response
- Experience with AP Style
- Understanding of SEO principles
- Understanding of developing intuitive and user friendly design
- Copy editing and content writing
- Proofreading
- Administrative organization
- Time management and task management
- Ability to work under deadlines
- Guest or customer service
- Client communications
- Self-motivation and follow-through
- Attention to detail
- Ability to multitask and manage projects

Work Experience

Bath & Body Works - May 2013-Jan. 2017

- Sales Associate
- Top Seller

Justice - March 2012-Aug. 2013

- Brand Rep

Professional Experience

Freelance Projects - April 2020-present

Freelance Content Writer

- Writing content pages for websites with a strong focus on SEO
- Completing SEO checks on the content

Crystal Clear Digital Marketing - Feb. 2018-March 2020

Content Writer (2018-2019) and Project Coordinator (2020)

- Writing SEO-friendly content pages for websites
- Editing blogs and content pages for content, accuracy, and grammar
- Facilitating client requests for new content pages, website edits, and more
- Writing social media messages for Facebook, Twitter, LinkedIn, and Pinterest
- Assisting clients with creating social media accounts
- Proofreading specials and promotional marketing materials
- Collaborating with email marketing team to create and expand content for promotions
- Updating websites using WordPress and basic HTML
- Performing quality assurance checks of websites for good content
- Collaborating with clients and other team members to create unique a content strategy
- Collaborating with team members across the company to achieve success and satisfaction
- Communicating with clients to ensure satisfaction
- Assisting with gathering assets during client onboarding process
- Serving more than 300 clients in the elective medical industry at an Inc. 500 company

She Did What She Wanted - March 2015-Dec. 2017

Managing Editor

- Writing weekly blog posts and meeting deadlines
- Using social media to share and promote content
- Collaborating with other contributors and facilitating collaborative series posts
- Editing content for style and clarity

Lucky B Boutique - Aug. 2015-Dec. 2015

Social Media Intern

- Planning content for and updating social media accounts
- Writing weekly blog posts and product descriptions for all new items in the boutique

PupFresh.com - Oct. 2012-Sep. 2014

Newsposter

- Producing content for a music and entertainment news site for a tailored audience

Ball State Daily News - Aug. 2012-May 2013

Copy Editor and Features Writer

- Edit articles for clarity, grammar, and style
- Pitch and write features content for weekly paper and online

Additional Experience

The Walt Disney Company - May 2014-Jan. 2015; Jan. 2017-Jan. 2018

Disney College Program - Merchandise Cast Member and Trainer at Mouse Gear (Epcot)

- Assisting guests to ensure they get the most of their visit
- Collaborating with coworkers from diverse backgrounds to complete tasks
- Partnering with cast members across various lines of business to deliver guest service
- Performing in accordance with standards and traditions to maintain brand image
- Training cast members about merchandise functions and expectations of employees
- Collaborating with leaders and other trainers to update training procedures

Indy Fuel Hockey Club - Jan. 2016-May 2016

Game Day Operations Intern

- Assisting with in-game activities and pregame preparations for best fan experience
- Assisting with coordination, scheduling, and staffing of events in community