| | **FERN**  **HARVEY**     |  | example@example.com | | --- | --- | |  | 555-555-5555 | |  | York, SC 29745 | | | --- | --- | --- | --- | --- | --- | --- | | **SKILLS**   * Unique content creation * Editing and review * Marketing and advertising strategies * Team contribution * Brand messaging * SEO * Storytelling * Self-motivated   **EDUCATION**  **University of South Carolina**  Columbia, SC  •  05/2018  ***Bachelor of Arts***: Public Relations, Advertising, and Applied Communication | | | **SUMMARY STATEMENT**  Result-driven copywriter ready to take on varied and diverse writing projects. Equally skilled at delivering technical whitepapers and promotional ad copy. Known for fulfilling duties typically assigned to several writers and editors. Keen to take ownership of brand identity initiatives and customer outreach efforts. | | --- | | **SUMMARY OF QUALIFICATIONS**   * Skilled at writing and uploading blogs for clients on WordPress for immediate publication. * Experienced in contributing to social media and digital marketing strategy teams. * Proficient in editorial and proofreading assistance with presentation and marketing materials, speeches and content development.   **PROFESSIONAL SKILLS**  **Search Engine Optimization**   * Performed interviewing, researched and wrote web and search engine optimization (SEO) copy for seven clients. * Learned and applied new technology like keyword trackers to existing client website content to increase internet sales and service contracts. * Create website copy directed towards multiple demographics and specific client objectives.   **Creative Conceptualization**   * Provided support and assistance in researching specific projects, as well as helping develop timely creative concepts. * Collaborated with artists and photographers to develop more than 15 creative campaigns. * Provided assistance for direction in advertising campaigns, from conceptualization to execution.   **Video Scripts**   * Skilled in corporate communications, marketing and advertising copy, interviews, video scripts and general media production. * Composed over 50 product information video scripts, ranging from 90 seconds to 2 minutes each. * Wrote video scripts for various clients around the country.   **WORK HISTORY**  **Boing Boing Ad Agency** - **Copywriter**  *York, SC*  •  *08/2020* - *Current*  **Everything Creative Season** - **Social Media Manager**  *Tadcaster, SC*  •  *05/2018* - *07/2020* | |
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