# Experience

## Freelance content writer, copy editor and social media manager July 2016-Present

Remote location, Viva Lifestyle & Travel, Splash Box Marketing, Fieldboom, PostFunnel, *Pit and Quarry* magazine

* Create compelling content, social media posts, magazine feature articles, marketing content and product sections

## Freelance writer, *Landscape Management* magazine (national B2B magazine) Dec. 2014-Present

North Coast Media, Remote location, *landscapemanagement.net*

* Write how-to articles and equipment/product guides, interview landscapers and manufacturers, collect photos

## Content writer, Landscape Leadership (inbound marketing agency) Dec. 2014-Sept. 2016

Remote location, *landscapeleadership.com*

* Wrote 8+ blogs weekly, created e-books, wrote case studies and researched in-depth topics for multiple clients
* Grew clients’ online audience and customer base using targeted keywords and engaging topics

## Editor, *Hoover’s Magazine* (lifestyles magazine) Oct. 2012-Aug. 2016

Shelby County Newspapers, Hoover, Ala., *hooversmagazine.com*

* Located new restaurants, businesses, interesting people and events around the city to feature in the magazine
* Managed entire magazine, such as editing, writing, freelancers, taking photos, budgets and social media posts

## Editor-At-Large (promotion), *Total Landscape Care* magazine (national B2B magazine) Nov. 2012-Nov. 2014

## Managing editor (promotion), *Total Landscape Care*  May 2012-Sept. 2012

## Associate editor, *Total Landscape Care* and *Equipment World* July 2010-May 2012

Randall-Reilly Publishing, Tuscaloosa, Ala., *totallandscapecare.com*

* Wrote, assigned, suggested layouts, found photos, tracked the pages and copy edited every article
* Created and handled giveaways, contests, marketing campaigns, reader-submitted content and videos
* Traveled to industry events, represented the brand at conferences and assisted sales team with clients
* Managed the budget, freelancers, magazine articles, social media pages, reader feedback and production schedule
* Created PowerPoint presentation, itineraries, gift bags and discussion topics for Landscaper of the Year program

## Reporter, *The St. Clair News-Aegis* (weekly newspaper) May 2010-July 2010

## Copy desk intern, *The Tuscaloosa News* (local daily newspaper) January 2010-May 2010

## Copy editor and staff writer, *The Crimson White* (student newspaper) December 2008-May 2010

## Communications intern, *The Baptist Standard,* The Baptist General Convention of Texas May 2009-July 2009

# Education

## Bachelor of Arts in Communication and Information Sciences, University of Alabama, Tuscaloosa, Ala. 2006-2010

# Skills & Awards

Inbound Certified (by HubSpot), AP Style, InCopy, WordPress, Content Management Systems, Final Cut Pro, iMovie, newsletters, copy editing, blogging, research, management, assigning articles, marketing, feature writing, interviewing, travel writing, managing budgets, editing designs, email marketing, SEO, traveling, collaborating

* Turf and Ornamental Communicators Association (TOCA) grand prize and first place awards for feature writing, social media accounts and website redesign (2012-2015)