Ashley V. Spinner

6906 Long Needles Drive Charlotte, NC 28277 | (980) 288-8032| ashley@ashleyspinner.com|www.ashleyspinner.com

OBJECTIVE

To enhance company productivity by incorporating creative content strategy.

EDUCATION

2010-2013 Queens University of Charlotte

Major: Creative Writing with a specialization in fiction writing and linguistical studies

Completed three years of advanced coursework in creative fiction, non-fiction, journalism, linguistics, English, and communications courses.

Bachelor’s Degree | May 2018| Southern New Hampshire University

Major: BFA in Creative Writing and English with a specialization in fiction writing and linguistical studies

Currently wrapping up this degree, to be completed in summer 2018

CORE COMPETENCIES

**Writing and Editing**

Experience writing various types of copy such as promotional material, articles, and product descriptions.

Published articles for various blog sites that are on hubs such as WordPress, Yahoo! Contributor, and BlogSpot.

Reviewed, wrote, and edited various materials such as newsletters, grants, short stories, emails, and press releases.

Self-published and marketed a personal collection of short stories.

Written copy targeting various industries including real estate, industrial manufacturing, and renewable energy sources.

Developing content strategy management skills since 2007. Writing copy for several agencies such as Helium.com, Textbroker, Crowd Content, Upwork, Elance, and Search Influence.

Online portfolio available: <https://pathbrite.com/ASpinner/profile>

**Marketing and Research**

Strong knowledge and background with SEO (search engine optimization).

Expert in social media expansion and utilization of various sites to increase productivity.

Extensive knowledge of researching and data collection practices.

Extensive experience with social media market and expansion with sites such as LinkedIn and Facebook

**Technology**

Experience using Microsoft and Apple products.

Use of internet project hubs such as Google Drive, Asana, Wrike, and Active Collab.

Experience using Copyscape and Grammarly.

Familiar with websites such as MOZ in order to identify domain authority

EXPERIENCES

**Copywriter | The Ashley Spinner Creative| September 2016-Present**

**Confidential clients**

Responsible for producing quality copy in the form of AP or Chicago style for an array of clientele.

Worked for automotive, real estate, finance mortgage, medical industry, advertising, education and other various clients

Conduct thorough and accurate research that proves to increase productivity and beneficial to clients.

Guest blogging on various sites such as Yahoo! Contributor network, Helium, Storylane, and Blogspot.

Develop content marketing strategies for both U.S and European markets.

**Copywriter | Anita Lovett and Associates | September 2015-September 2016**

Specialize in copywriting services in various industries which include real estate, retail, and health and human services.

Real estate writing experience includes articles and blogs for a wide array of topics for multiple audiences including consumers and real estate agents.

Write a bi-weekly by-line that covers topics based on SEO, marketing, and social media expansion.