

**PROFESSIONAL SUMMARY**

Motivated and dedicated writing professional with a proven record of storytelling and content development expertise for leading brands and organizations

Creative writer and editor with the education and work experience to produce content assets that communicate a compelling story to audiences. Possesses a solid foundation in creative writing, copywriting, proofreading, editing, project management, content development, publishing, research, and coverage analysis from years of collaborating with creative teams across a wide range of industries. Outstanding communicator able to collect stakeholder and audience requirements before translating them into beautiful communications assets across many mediums and formats, going above and beyond to turn the complex into simple.

CORE COMPETENCIES

- Creative Writing
- Children's / YA Books
- Storytelling
- Editing & Proofreading
- Coverage & Analysis
- Publishing
- Strategic Communication
- Literary Management
- Project Management

PROFESSIONAL EXPERIENCE

INTERNSHIP, CA, SEPTEMBER 2023 TO PRESENT

LITERARY MANAGEMENT

- Write extensive, in-depth coverage analysis summarizing, critiquing, and analyzing intellectual property with the potential for future serial or feature productions.
- Research IP/client data and TV and films as comparables for coverage analysis to help inform the creative direction for future projects.
- Consider marketability and social/entertainment value in features and manuscripts ranging from family series to new adult and gothic thrillers.
- Engage as an important part of the project development pipeline by providing sensitivity (DEI aware) reading and analyzing manuscripts and books with a critical eye.
- Assist firsthand in the project development pipeline from idea inception into on-screen experiences through coverage analysis.
- Read and provide detailed coverage for anything up to 400 pages with ten-day turnarounds.
- Formulate, design, and present a detailed pitch for potential TV/film adaptations of existing IP

SELF EMPLOYED, CA, MARCH 2020 TO PRESENT

FREELANCE COPYWRITER & EDITOR

- Efficiently and authentically adopt brand tones and voices for top retailers including Target, Best Buy, Walmart, and Sam's Club to streamline and optimize their product description pages for Osmo.
- Write, edit, and proof social media posts as well as short and long-form blog content for ContentWriters.
- Draft, proofread, and schedule inspirational content for The Creative Pray blog, with a focus on blog posts, social media copy, and graphics.
- Demonstrate content research expertise to capture recent trends and best practices across digital channels.
- Bring brands to life through words while enthusiastically addressing constructive feedback from Creative leads, working effectively in fast-paced, collaborative environments, and shifting priorities to meet deadlines based on business needs.

ANNMARIE SKIN CARE, CA, MARCH 2022 TO MARCH 2023

COPYWRITER

- Wrote, edited, and audited consumer-facing copy for all marketing collateral needs from emails, SMS messaging, blogs, advertising, direct mailers, social media, brochures, and influencer promotions.
- Collaborated with the creative and marketing teams to establish copy asset needs across seasons and campaigns.
- Created, edited, and oversaw copy for new product launches including PDP, website copy, email campaigns, and blogs.
- Ensured all copy adhered to FDA standards, conducting extensive research and staying up-to-date on regulatory guidelines.
- Assisted Creative Director in managing and creating SEO content for educational blog and successfully bridged brand story with technical copy needs (SEO).
- Established a quality-driven proofing process, to ensure all copy published by the brand is compelling, accurate, and error-free.
- Researched relevant lifestyle stories to bring to life content and products for the brand.
- Conducted interviews with campaign characters to be used in emails and blogs.
- Consulted with skincare and wellness experts to ensure the brand's use of language and phonetic pronunciation is accurate and culturally respectful.
- Improved and streamlined processes through regular KPI reviews, project debriefings, and utilizing technological resources and tools.
- Scaled up copy resources, collaborated with 3rd party writers, and managed their deliverables as needed.
- Helped with essential research needed for product technical stories for the marketing and direct-to-consumer departments.
- Supported company wellness by creating content, facilitating, and leading team members in personal growth activities.

EDWARDS LIFESCIENCES, IRVINE, CA, MARCH 2015 TO MARCH 2022

SENIOR ASSISTANT

- Lead all proofreading, editing, and quality control efforts across a wide range of documents for content, formatting, and flow under tight deadlines and in accordance with regulatory and legal requirements.
- Collaborated with cross-functional teams and FDA to ensure the timely payment of regulatory submission fees and accurately forecast and track the annual budget for future submissions.
- Oversaw the publishing of multifaceted technical documents regularly exceeding 10k+ pages across both electronic and hard copy, which are submitted to regulatory agencies in the US and EU.
- Piloted the successful delivery of a 6-month investigator list and post-approval study submissions by accurately reviewing, proofing, and editing content.
- Established a new process for maintaining project tracking tools to provide updates to senior management on regulatory submissions, leading to increased business efficiency and communication across teams.
- Undertook all administrative and clerical support to department managers with enthusiasm and ownership, including revising and preparing monthly regulatory submission trackers for directors' call with notified bodies, coordinating department trainings and webinars, and notarizing international regulatory documents.
- Recipient of a "Heart Award" for excellence in customer service during a key relationship-building event with the FDA.

SoCAL CHRISTIAN WRITERS' CONFERENCE, ORANGE COUNTY, CA, FEBRUARY 2017 TO JULY 2020

SOCIAL MEDIA ASSISTANT

- Authored marketing copy and designed infographics for social media posts including Facebook, Instagram, Pinterest, and Twitter.
- Composed content for monthly blogs and email newsletters, as well as seasonal email marketing campaigns.

- Scheduled and monitored analytics, measuring the success of Facebook posts using Facebook Publishing Tools.
- Supported the content promotional strategy across multiple social channels promoting the organization, with actionable plans to both grow and maintain followers.
- Liaised with various writers and editors to understand their content promotional needs to develop social campaigns that ensured the optimal channel mix to drive content engagement.

INTERNATIONAL HOUSE OF PRAYER OF KANSAS CITY, KANSAS CITY, MO, FEBRUARY 2011 TO DECEMBER 2014

EDITOR, May 2013 to December 2014

- Orchestrated all aspects of content governance including formatting, editorial style, and tone for outbound materials, posters, CD covers, artwork, website updates, newsletters, fliers, and conference guides.
- Aligned objectives with graphic designers to review, improve, and finalize print brochures, website banners, and email blasts to 125,000+ subscribers.
- Edited and revised The International House of Prayer University teaching notes, materials, and books using The Chicago Manual of Style guide.

PREVIOUS EXPERIENCE

THE CHOICEMAKER KOREA Co., SEOUL, SOUTH KOREA, JULY 2009 TO APRIL 2010 | **FOREIGN RIGHTS & EXPORT AGENT TRANSLATOR**

CHUNGDAHM INSTITUTE, SEOUL, SOUTH KOREA, NOVEMBER 2008 TO MARCH 2010 | **ENGLISH INSTRUCTOR**

BALLARD & TIGHE PUBLISHERS, BREA, CA, JULY 2007 TO NOVEMBER 2008 | **EDITORIAL ASSISTANT**

CONSUMER CREDIT COUNSELING OF ORANGE COUNTY, SANTA ANA, CA, FEBRUARY 2008 TO NOVEMBER 2008 | **CERTIFIED CREDIT COUNSELOR**

BIRTH CHOICE CLINIC, SANTA ANA, CA, MAY 2007 TO SEPTEMBER 2007 | **CLIENT ADVOCATE**

WORLD ARTS WEST, SAN FRANCISCO, CA, OCTOBER 2003 TO OCTOBER 2004 | **PROGRAMS INTERN**

THE MOVEMENT PERFORMING ARTS GROUP, UC BERKELEY, SEPTEMBER 1999 TO MAY 2003 | **CO-FOUNDER, CHOREOGRAPHER, DANCER**

ZOETROPE ALL STORY MAGAZINE, SAN FRANCISCO, CA, FEBRUARY 2003 TO MARCH 2003 | **READER**

UNDERGRADUATE RESEARCH APPRENTICESHIP PROGRAM, UC BERKELEY, FEBRUARY 2002 TO MAY 2002 | **RESEARCH INTERN**

CAPACITOR DANCE COMPANY, BERKELEY, CA, JULY 1999 TO SEPTEMBER 1999 | **SPONSORSHIP COMMISSIONER & PR COORDINATOR**

PUBLISHED WORK

- "Sample Query Letter", Magazine Markets for Children's Writers 2022, August 2021
- "Let's Talk, God", Focus on the Family, September 2020
- "You Are Loved", Whispers of Grace, EA Books Publishing, August 2020

EDUCATION AND CREDENTIALS

MASTER OF FINE ARTS (M.F.A.) IN CHILDREN'S LITERATURE, EXPECTED GRADUATION DATE 2025
Hollins University, Roanoke, VA; Maintain a 4.0 GPA

BACHELOR OF ARTS (B.A.) IN POLITICAL ECONOMIES OF INDUSTRIALIZED SOCIETIES, 2002
University of California at Berkeley; Maintain a 3.34 GPA

PROFESSIONAL COURSEWORK AND CREDENTIALS

- *Writing for Children, Institute of Children's Literature, West Redding, CT, June 2007 to August 2021*

- *British Children's Fantasy, British Empire and Children's Literature, Cardiff University, Wales, UK, June 2005 to July 2005*
- *Korean Politics and Economics, Korean Culture and Art, Korean Language, Yonsei University, Seoul, South Korea, June 2000 to June 2001*

VOLUNTEERISM

INTERNATIONAL HOUSE OF PRAYER, KANSAS CITY, MO, SEPTEMBER 2012 TO APRIL 2013

- Completed biblical studies training, served missions base, engaged in outreach to orphanages and inner city ministries, executed campaign for support raising.

IMPACT WORLD TOUR, JEJU ISLAND, KOREA, APRIL 2010 TO JUNE 2010

- Worked as part of the GX Team to evangelize to young people using urban art forms in presentations delivered at schools and stadiums.

YOUTH WITH A MISSION SNOWBOARDERS' DISCIPLESHIP TRAINING SCHOOL, DENVER, CO, JANUARY 2005 TO MAY 2005

- Participated in a two-month trip to China and Philippines to teach conversational English to students.

GLOBAL LITERACY AND CULTURAL SHIP PROGRAM, DUBROVNIK, CROATIA, OCTOBER 2004 TO DECEMBER 2004

- Supported the Operation Mobilization team by assisting with local communities, building relationships, and teaching English to native Croatian students, all while undertaking training in cultural sensitivity.

ADDITIONAL INFORMATION

Languages: English (native), Korean (basic)

Technical Proficiencies: Microsoft Office Suite, Google Suite, Asana, Slack, Adobe Acrobat, Adobe Illustrator, WordPress, Social Media, Canva, Basecamp, Microsoft Teams, 102 WPM

Interests: 1st degree black belt in Tae Kwon Do, dance: hip hop/ballroom/messianic, creative writing