

FATIMA ABED

Editor & Advocate

Honolulu, HI 96816

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(808) 636-0391

#readytowork

Willing to relocate: Anywhere

Authorized to work in the US for any employer



WORK EXPERIENCE

Shop Owner

International Botanica

May 2020 to Present

In the process of opening up a spiritual and metaphysical online shop. Launch will be late 2020.

Copywriter

Summit Magazine - Honolulu, HI

October 2017 to June 2018

- Developed organic product copy for retail website
- Created content that includes descriptions, short bios and articles
- Wrote and ran a weekly newsletter covering multiple platforms

Digital Editor

This Week Publications - Honolulu, HI

March 2017 to September 2017

- Responsible for digital and print editorial content and management of This Week Hawaii publication
- Management of all social media pages and content in order to boost traffic and build a following
- Attended events and coordinated with public relations teams in order to create cohesive, accurate and engaging content

Temporary/Freelance - Online Copywriter of "R"Us Brands

Toys"R"Us & Babies"R"Us - Wayne, NJ

July 2015 to October 2015

- Created seasonal content for online website
- Utilized CMS to manage, edit and upload product copy and descriptions
- Developed content with appropriate verbiage to connect with targeted consumers

Temporary/Freelance - Copywriter

Tristar Products, Inc

May 2014 to October 2014

- Responsible for producing full content of brochures, e-blasts, product descriptions, packaging, catch phrases, slogans and feature articles
- Digital & print copy advertising for "As Seen on TV" products

Copywriter

Vsplash - Lyndhurst, NJ
May 2012 to August 2013

- Writing and editing of SEO driven website content that efficiently promoted client interests
- Communicated with consultants to build reader-friendly content
- Content management in both parent and partner's database



EDUCATION

Associate in Journalism

Union County College - Union, NJ



SKILLS

- **Editing (7 years)**
- **Social Media Management (3 years)**
- **Advocacy (4 years)**
- **Retail Sales (8 years)**
- **Customer Service (10+ years)**
- **Expo (4 years)**
- **Search Engine Optimization (SEO)**
- **Content Management**
- **Copywriting**
- **Content Management Systems**
- **Digital Marketing**
- **Blogging**
- **Content Development**
- **WordPress**
- **Proofreading**
- **Email Marketing**
- **Content Creation**
- **Video Editing**



CERTIFICATIONS AND LICENSES

Court Appointed Special Advocate

September 2014 to Present

"I am the voice of the child."

- Volunteer social worker for children in the foster care system
- Maintain good connection with other social work branches in connection the the case(s)
- Write reports and attend court to ensure the child has their voice heard and their needs met

Animal Caretaker Volunteer

July 2019 to Present

Caretaker at Aloha Animal Sanctuary

- Produce written content and mixed media for the sanctuary

Driver's License



ASSESSMENTS

Customer Focus & Orientation — Highly Proficient

September 2019

Responding to customer situations with sensitivity.

Full results: [Highly Proficient](#)

Social Media — Highly Proficient

March 2020

Creating content, communicating online, and building a brand's reputation.

Full results: [Highly Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.