

# CASSIDY PAYNE

• writer and editor•

## ABOUT ME

A flexible writer ready to take on varied and diverse writing projects. Equally skilled at delivering technical whitepapers, promotional ad copy, and books. Known for fulfilling duties typically assigned to several writers, editors, and designers. Keen to take ownership of brand identity initiatives and customer outreach efforts.

## EXPERIENCE

### 2022 - **Freelance Writer and Editor**

**Current**

- Coordinating with numerous clients to create effective written material on a wide variety of topics.
- Authoring and editing short and long-form pieces including blogs, articles, landing pages, books, and more to meet each need of every client.
- Conducting thorough research to provide correct, up-to-date supporting literature for written materials.
- Adhering to numerous style guides and writing styles to meet the branding expectations of clients.
- Crafting strong, optimized product descriptions through SERPs and product manuals and consistently strengthening SEO writing and editing skills.

### 2019- **Creative Marketing Associate**

**Current**

Extreme Concrete and Construction - Radford, VA

- Working closely with sales directors and contractors to create and maintain marketing materials.
- Managing multiple social media projects to build a reputation and obtain new traffic.
- Turning the company into a snackable story by authoring and editing crisp marketing copy to engage target consumers while coordinating art, graphics, and videos for effective brand recognition.
- Editing website content and database to keep information correct and up to date.
- Ushering effective communication to clients through personalized email campaigns.

### 2019 **Writing Intern**

Mess Magazine - Virtual

- Pitched, wrote, and edited multiple weekly web publications using Microsoft Word and WordPress.
- Networked with multiple influencers, designers, PR managers, and branding agents for collaborative opportunities.
- Completed research, compiled data, and updated spreadsheets.

### 2018 **Editorial Intern**

BurstOut Magazine - Virtual

- Pitched wrote, and edited stories and fact-checked submissions by reviewing sources, proofreading content, and researching appropriate literature.
- Prepared, re-wrote, and edited pieces to improve readability and impact.
- Devised attention-grabbing headlines and summaries for articles.

## SKILLS

Copywriting/Copyediting 

Research 

Story Development 

Social Media Content Creation 

Editing/Proofreading 

Project Management 

## EDUCATION

2014 - 2018 • Virginia Tech

Bachelor of Arts: Communications

2018 - May 2021 • Savannah College of Art and Design

Master of Arts: Writing