

# ROBYN PETRIK

WRITER + SOCIAL MEDIA MANAGER

## CONTACT

robyn@robynpetrik.com

[robynpetrik.com](http://robynpetrik.com)

[robynpetrik.journoportfolio.com](http://robynpetrik.journoportfolio.com)

## SKILLS

Blog writing

Copywriting

Content creation

Social media management

Hootsuite certified

## VOLUNTEERING

**Big Sisters of BC Lower Mainland**

Go Girls Mentor  
2016 - Current

**NFL Canada**

Digital Street Team Member  
2014 - 2015

## INTERESTS

Reading + writing

Digital Painting

Hiking + Running

## PROFILE

I'm a freelance writer living in Vancouver, BC, and I create vibrant content for entrepreneurs and small businesses so they can connect with their ideal audience. I specialize in writing copy for websites, blog posts, and social media content.

## EXPERIENCE

**Writer** | Remote | 2014 - Present

*Freelance*

Writing a wide variety of content with a focus on small creative businesses. Some previous work includes:

- [How to Be a Healthy Writer](#)  
Blog post for Journo Portfolio
- [Explore Your Parks: Redwood Park](#)  
Blog post for Vancouver is Awesome
- [5 Easy Meals for Meatless Monday](#)  
Blog post for LCliving.ca by Linen Chest
- 'The 10 Triggers for 10X Success'  
Whitepaper for Benefits Genius
- Website copy for Kelley Wong Piano Studio
- Monthly Twitter content for BluStar Marketing

**Social Media Manager** | Remote | 2014 - Present

*Freelance*

Creating social media strategy and managing multiple networks for small businesses, such as Sportball Vancouver, Sportball Edmonton, PL3Y Inc, and Journo Portfolio.

- Create and schedule original content for Facebook, Twitter, and Instagram.
- Respond to engagement in real time.
- Compile monthly analytics from multiple sources.