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# SONYA DOWNING | PROFESSIONAL WRITER

Phone Number - (937) 408-0406

Portfolio - [sonyakdowning.journoportfolio.com](http://sonyakdowning.journoportfolio.com)

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## PROFESSIONAL SUMMARY

Team-oriented writer with experience in fiction writing and editing, social media strategy, email and newsletter writing, and a BS in Professional Writing. Highly skilled in communication and collaboration. Prior experience also includes graphic design, freelance web content creation, content editing fiction, and assisting with the creation of 2 programs at a local food bank. Passionate about writing, teamwork, and learning new skills in the publishing industry.

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## PROFESSIONAL EXPERIENCE

### Big Fish Local

Content Writer & Editor | May 2023 - June 2024

- Met with clients to determine their website, blog, or social media content needs.
- Wrote all content according to each client's needs and preferences.
- Fact-checked and grammar-checked all written projects, both internally and for clients.
- Researched, developed, and implemented blog strategies using WordPress.
- Used MailChimp to design, write, and send newsletters for clients.
- Utilized Canva to help the social media manager design social media images as needed.

### All-In Nutritionals

Social Media & Administrative Assistant | February - March 2023 (Part-Time)

- Created social media posts for the company's social media accounts.
- Wrote and designed flyers, infographics, blogs, newsletters, and other marketing materials.
- Performed administrative duties such as filing, taking & completing sales orders, etc.

### Express Employment Professionals

Recruiting Administrator | October 2022 - May 2023

- Write and schedule mass emails to both job-seekers and client companies.
- Write and design flyers, infographics, and other marketing materials.
- Write, analyze, and optimize current job openings to post online.

### Second Harvest Food Bank

Program Associate | June 2021 - October 2022

- Developed, implemented, and ran the Alley Walk-Up emergency food program.
- Performed inventory management and website maintenance for the OrderAhead program.
- Offered customer service and trained volunteers and temporary employees for both programs.

### Freelance Social Media & Contest Coordinator

Serious Writer Academy | December 2020 - June 2021

- Provided advertising, judging, and customer service for 3 annual writing contests.
- Created copy & graphics for Serious Writer website, Facebook, Instagram, and Discord.
- Developed, find guest speakers for, & executed online events for paid members.

### **Freelance Executive Assistant**

Cyle Young's Literary Elite | December 2020 - June 2021

- Screened supervisor's email for promising queries/proposals, contract negotiation questions, etc.
- Researched publishing houses for C.Y.L.E. clients and submitted manuscripts to editors.
- Alerted supervisor & authors if a publisher requested a full manuscript or offered a contract.

### **Administrative Associate**

Express Employment Professionals | January 2016 - November 2020

- Performed multiple temporary assignments in administrative and customer service roles.

### **Editing and Social Media Intern**

Mountain Brook Ink Publishing | June - August 2019

- Performed content edits on 2 novels and 1 novella.
- Taught authors how to build their social media platforms & find publicity opportunities.

### **Web and Blog Management Intern**

IlluminateYA Fiction | May 2018 - May 2019

- Wrote blog posts and other web copy for IlluminateYA's website.
- Evaluated incoming manuscripts on the publication board.

### **Student Development Officer**

Taylor University | September 2017 - December 2019

- Facilitated relationships with university donors via email and phone.

### **Marketing Content Creation Intern**

McKinley Hall, Inc. | January - April 2017

- Designed marketing materials, including brochures, pamphlets, and other handouts.
- Conducted phone surveys with McKinley Hall clients to gauge client satisfaction.

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## **EDUCATION**

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### **2017 - 2020 | Taylor University**

Bachelor of Science - Professional Writing

### **2015 - 2017 | Clark State Community College**

Associate of Arts - General Transfer Degree

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