

Tara Leigh Parks

MULTIPLE CLIENTS, VARIOUS INDUSTRIES

member of the Authors Guild
tara@taraleighparks.com
portfolio@taraleighparks.com

RECENT EMPLOYMENT

Story Terrace, 2016 - Current, Senior Level Contract Book Ghostwriter of business and personal memoirs for entrepreneurs, financial professionals, life coaches, and therapists, averaging two projects a year

- Develop preliminary outlines for books
- Interview clients in person, on the phone, or via video calls
- Write the manuscript, clarifying structure and content to engage readers with storytelling defined by voice and action that define life stories and brands

Agency Elevation, 2023, Full-Time Content Writer of SEO-optimized content for clients in the architectural, real estate/mortgage, roofing, HVAC, IT, marketing, dental, medical, mental health, photography, and clothing industries

- Created six to eight 500-word daily blogs or PR pieces
- Enhanced brand voices by creating narratives via research on the company, industry trends, and keywords
- Received three marketing firm requests to work as the sole article and blog writer for 22 brands

Italian Property Consulting, 2020, How to Confidently Buy Property in Italy: Get Your Own Slice of La Dolce Vita, Developmental Editor of this best-selling Amazon e-book from

- Ranked at #49 in 30-Minute Travel Short Reads; #88 in Tuscany Travel

Nitro Interactive, 2014 - 2017, Agency Contract Writer of SEO-optimized content for a Los Angeles pain specialist and surgeon

- Conducted and wrote weekly interviews with pain patients
- Wrote blogs and newsletters
- Managed social media posts for Facebook and Twitter, including creation and curation
- Created content calendar

Intellibright, 2016 - 2017, Agency Contract Writer of SEO-optimized content for marketing agencies, crematoriums, and IT firms

- Increased CTAs for small to mid-sized brands by writing web pages and blogs
- Increased CTAs for Intellibright by writing tech pieces for its company blog

Razor & Lamp Travel, 2014, San Francisco Gay History Tour Travel App, Writer & Voice Performer

- Researched the history of San Francisco, including famous inhabitants, events, and sites
- Wrote the travel content and performed the voiceovers for them

EARLY CAREER HIGHLIGHTS, 2008-2013

Created articles, blogs, webpages, product descriptions, educational/testing materials, and books for:
Apass Education | EnVeritas Group | Niche St Louis | Schiffer Publishing | The Market Magazine | XYZ Media

SKILLS

versatile writer | keyword research | interviewer & researcher | developmental editing
photography | Buffer, Hootsuite | Google Docs, Word Press | Figma

EDUCATION

BFA, DePaul University, Chicago | Foundations of User Experience (UX) Design Certificate
Enrolled in Complete Web & Mobile Designer in 2024: UI/UX, Figma + more | Enrolled in ZTM, Daniel Schifano and Andrei Neago