

# Tara Leigh Parks

MULTIPLE CLIENTS, VARIOUS INDUSTRIES  
Distinguishing brand voice via active storytelling.

member of the Authors Guild  
[tara@taraleighparks.com](mailto:tara@taraleighparks.com)  
[portfolio@taraleighparks.com](mailto:portfolio@taraleighparks.com)

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## RECENT EMPLOYMENT

**Italy Property Consulting**, 2024, Developmental editor for *The Bumpy Road to La Dolce Vita: Confessions of an Italian Property Consultant*, written by CEO & Founder of Italy Property Consulting, Nikki Taylor

- #173 in [90-Minute Travel Short Reads](#)
- #290 in [Buying & Selling Homes \(Kindle Store\)](#)
- #400 in [Real Estate Investments \(Kindle Store\)](#)

**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

**Italy Property Consulting**, 2020, Developmental Editor of *How to Confidently Buy Property in Italy: Get Your Own Slice of La Dolce Vita*, written by CEO & Founder of Italy Property Consulting, Nikki Taylor

- #67 in [Tuscany Travel](#)
- #74 in [45-Minute Travel Short Reads](#)

**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 | Google Keyword Planner, Semrush | interviewer & researcher  
developmental editing | photography | Buffer, Hootsuite, Slack | Google Docs, Word Press

## EDUCATION

BFA, DePaul University, Chicago | Foundations of User Experience (UX) Design Certificate  
Continual knowledge-building via Coursera & Udemy graphic design & marketing courses