

AVERY POWERS

Charlotte, NC

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[Portfolio](#) · [LinkedIn Profile](#)

EXPERIENCE

2021-PRESENT

MARKETING ENGAGEMENT SPECIALIST, THE GOOD BOOK COMPANY, CHARLOTTE, NC

- Acted as Marketing Project Manager for 18 books while coordinating with international authors on a weekly basis.
- Wrote and edited dozens of articles and reading plans for the company's blog and YouVersion account.
- Developed discussion guides, worksheets, and other creative elements for 7+ books.
- Managed and substantially grew the company's US, UK, and AU Facebook, Twitter, and Instagram accounts, the last of which nearly doubled in followers in two years.
- Introduced and managed Pinterest and TikTok accounts.
- Filmed and edited Instagram reels weekly using Adobe Premiere.

2021

PROJECT COORDINATOR, HIGHLAND CONSTRUCTION & RESTORATION

- Coordinated 40-50 restoration and remodeling projects at a time while communicating regularly with each client.
- Sold each project coordinated.
- Regularly prepared and presented contracts and budget estimates.
- Acquired working knowledge of Xactimate and other business software.
- Won the Team Player Award.

2019

EDITING AND RESEARCH INTERN, DR. BRENDA AYRES; DR. KAREN SWALLOW PRIOR, PH. D

- Edited 12 chapters from *Neo-Gothic Narratives: Illusory Illusions from the Past* and *Animals and their Children in Victorian Literature*.
- Conducted and formatted 10 pages of research on the life and poetry of C.S. Lewis, which informed Dr. Prior's introduction to *Spirits in Bondage: A Cycle of Lyrics*.

2018-2020

EDITORIAL INTERN AND CONTRIBUTING WRITER, UP & COMING WEEKLY

- Conducted 25 interviews and wrote 25 articles for *Women's View Magazine* and *Up & Coming Weekly*, which has a weekly readership of 26,000 people at over 500 locations. Samples available upon request.
- Edited 100+ articles and formatted the newspaper using Adobe InDesign and Photoshop.
- Managed social media accounts for *Women's View*.

SKILLS

- Adobe Premiere Pro, Photoshop, Acrobat, InDesign, Illustrator, and Lightroom Classic
- Project management and project coordination
- Social media management and marketing
- AP, MLA, and Chicago Manuals of Style
- SEO best practices
- Proofreading, copyediting, and copywriting
- Microsoft Word, PowerPoint, and Excel
- Xactimate
- Google Docs, Sheets, and Slides
- Product photography (Nikon) and videography
- Customer service

EDUCATION

B.A. IN ENGLISH, LIBERTY UNIVERSITY

- GPA: 3.82
- Dean's List—all 3.5 years attended
- Honors Program—2 years
- Fulbright Scholarship: recommended for English Teaching Assistantship in the Netherlands
- Sigma Tau Delta—International Excelled English Honor Society
- Eagle Scholars Leadership Program
- YouthQuest—led groups of middle and high school students in ~24 weekend conferences