

# Patton Hunnicutt

Portfolio: <https://pattonhunnicutt.journoportfolio.com/>

## Work Experience

### Internal & External Communications (on contract)

Trust Consulting Services

November 2023 – Present

- Create, manage, and send internal communications for staff
- Coordinate with the COO and in-house teams/committees for communications initiatives
- Compose marketing email campaigns in coordination with email marketing/business development team
- Coordinate with out-of-house marketing agency based on the needs of the firm and the executive team
- Review marketing content produced by out-of-house agency
- Coordinate new website copy with development team
- Conduct keyword research for the firm, including related business lines and trending topics
- Coordinate with the CEO's executive assistant to support new projects or needs as they arise
- Support personal marketing initiatives for the CEO
- Manage awards submissions and nominations for both the firm and the CEO, including researching new opportunities and adding new awards programs as business lines become available
- Edit all agency marketing documents, presentations, executive biographies, etc.
- Provide editing support for in-house teams working existing government contracts
- Engage in-house staff for support with new content creation, videography, graphic design, web design, etc.

### Publishing Assistant (on-contract)

Benzinga

April 2021 - Present

- Write content orders, complete copy, and manage content updates for Benzinga's website.
- Coordinate posts with the daily content marketing team.
- Conduct keyword research for new content orders, reviewing search intent, business potential, search demand, etc.
- Review content type, format, and angle for new content orders.
- Build keyword suggestions using both seeds and modifiers.
- Review competitor site metrics while preparing content.
- Utilize WordPress to manage website content.
- Adjust on-page SEO as needed.

### Copywriter

Liberty Company Insurance Brokers

November 2021 – April 2023

- Write content orders, complete copy, and manage content updates for websites in the Liberty network.
- Coordinate new website copy with webdev team
- Conduct keyword research for new content orders, reviewing search intent, business potential, search demand, etc.
- Review content type, format, and angle for new content orders.
- Build keyword suggestions using both seeds and modifiers.
- Review competitor site metrics while preparing content.
- Coordinate with marketing strategy professionals to build content
- Compose marketing email campaigns in coordination with email marketing/business development team
- Edit all agency marketing documents, presentations, executive biographies, etc.

### Proofreader/Editor

IEEE

September 2020 – March 2022

- Proofread technical courses for engineers, scientists, programmers, etc.
- Review graphics for discrepancies, errors, etc.

- Review narration/closed captioning for grammatical errors/discrepancies
- Suggest changes to storyboards prior to production of course
- Coordinate with instructional designer on edits/changes as needed

### **Copywriter**

We Do Web Content

October 2020 – March 2022

- Complete various assignments based on article style, word count, client needs, and necessary keywords.
- Deploy on-page SEO best practices.
- Seamlessly incorporate client demands into content.
- Conduct keyword research for search demand, searcher intent, content type, format, and angle.

### **Web Content Specialist**

Advantage Internet Marketing - Westminster, MD

March 2021 - June 2021

(Laid off due to budget cuts)

- Responsible for blog writing, posting, and coordination.
- Used WordPress to create webpages, re-optimized content, and built templates for content creation.
- Onboarded clients to understand their SEO needs.
- Wrote content for Pay Per Click and Social Media ads.
- Supported the Social Media Manager so that they can post and boost blogs as needed.
- Researched keywords, search intent, content format, type, and angle, used Google's "People Also Ask", reviewed reports, story branding, and other SEO techniques for maximum results.
- Conducted backlink research and outreach.
- Conducted sitemap research for search intent, business potential, search demand, etc.
- Titled and compressed blog and page images properly.
- Generated presentations for morning calls pertaining to existing work, research, content concerns, and client needs.

### **Copywriter/Editor**

Premier Legal Marketing

March 2020 – March 2021

(Left for position at Advantage Internet Marketing)

- Edited existing content for lawyers (the firm only works with attorneys).
- Wrote new content covering all facets of legal practice, from personal injury to sensitive cases and everything in between for the law firms' marketing efforts.
- Used technical writing best practices to make complex content easy to read and understand; creating content readers can skim.
- Organized content according to technical writing best practices.
- Wrote for a sophisticated audience—in keeping with technical writing best practices—when needed.
- Broke down complex concepts into simpler language when writing for the general public.

### **Freelance Writer**

Textbroker

August 2009 - March 2022

- Wrote in the content mill every day based on SEO keywords and client instructions.
- Completed over 34,000 approved articles for clients, including a range of topics such as AI & IoT, sales, SEO, blogs, buyer's guides, press releases, and landing pages.
- Conducted keyword research for search intent, search volume, traffic potential, and business potential.
- Created email campaigns, newsletters, advertisement content, and more for businesses across multiple industries.
- Wrote for social media accounts, including but not limited to Facebook, Instagram, Twitter, and

LinkedIn.

**Teacher**

Dekalb County Schools

August 2001 - January 2014

- Taught elementary band students.
- Managed student recess and supervised lunch periods in the middle of the day.
- Taught children how to approach problems, solve them, and apply that knowledge to everyday life.
- Instructed students on Microsoft Power Point usage for projects.

**Sales Associate**

Dillard's

January 2001 - May 2005

- Provided stellar customer service for customers visiting the men's fragrance, women's fragrance, and men's shoe departments.
- Considered for the Pacesetter award; an award given to high sellers in each department.

**Education****Bachelor's in Music Education**

Furman University - Greenville, SC

September 1996 to May 2000

