



SHANICE GRAVESANDY, MA

SENIOR COPYWRITER

PERSONAL BACKGROUND

EXPERIENCED WRITER WITH AN
EAGERNESS TO CONTINUE TO CRAFT
INTRIGUING COPY AND CONTRIBUTE
MY CREATIVE AND STRATEGIC
SKILLS TO A FORWARD-THINKING
COMPANY

CORE SKILLS

- COPYWRITING
- SOCIAL MEDIA
- CONTENT WRITING
- SEO
- AP STYLE WRITING
- JOURNALISM
- NCTJ LAW CERTIFIED

CONTACT

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ATLANTA, GA

EXPERIENCE

THE HOME DEPOT

CONTRACT COPYWRITER | MARCH 2021 - FEB. 2022

- Writes original website copy for The Home Depot's Path to Pro website
- Ensure copy is SEO-friendly, including keywords for best search results
- Collaborate with project managers to develop captivating concepts for copy
- Consults as a content and copy resource for team members
- Interview department heads and research industry news to create factual copy
- Ensure copy adheres to The Home Depot's voice and tone.
- Research competitors and partners to understand their customer communication
- Ensure copy is delivered in a timely manner and communicate deadline constraints

ALTISOURCE

SENIOR WRITER & SOCIAL MEDIA SPECIALIST | FEB. 2019 - OCT. 2019

- Write captivating copy for Owners.com and Hubzu's B2B and B2C audiences
- Oversee projects and ensure quality copy is produced in a timely manner
- Create content for paid ads, websites, emails, social media, blogs and more
- Delegate tasks amongst writers and track the progress of collaborative projects within our team
- Manage social media platforms and create strategy to improve customer engagement and brand awareness
- Keep up with real estate trends in order to provide compelling, timely copy
- Write company-sponsored articles for real estate publications such as Iman and Philadelphia Business Journal
- Write for the tone and voice of each in-house brand, and create SEO-friendly copy for web and mobile platforms

KWSM: A DIGITAL MARKETING AGENCY

CONTENT EDITOR | DEC. 2016 - JAN. 2019

- Developed strategies to help improve clients' engagement and brand presence
- Created and curated compelling content for all social platforms
- Wrote and published weekly client and in-house blogs
- Created and presented monthly analytical reports
- Created ads for clients across various social media channels
- Developed concept and copy for client emails and websites
- Tracked digital and social trends in order to apply them to brand strategies
- Lead client meetings and brainstorming sessions to develop unique strategies
- Built relationships with influencers who were in line with clients' brand values
- Covered client events through their social media channels and blogs

BRIGHTWAVE

COPYWRITER | MAY 2016 – AUG. 2016

- Wrote punchy, engaging emails for national brands, including Chick-fil-A, Aflac, Mizuno, Panera Bread in AP Style
- Captured the tone and voice of each client's brand
- Collaborated with account managers to craft messaging that accomplishes client goals
- Trafficked BrightWave's in-house blog calendar
- Wrote and uploaded in-house posts for BrightWave's blog on WordPress
- Managed BrightWave's social media platforms
- Researched competing brands and thought leadership to enhance client work

EVERYWHERE AGENCY

SOCIAL MEDIA MARKETING INTERN | JAN. 2016 – MAY 2016

- Created and curated content for Everywhere Agency's social platforms
- Used MailChimp to manage Everywhere Agency's blogger database
- Researched competing brands and social media news to enhance customer engagement
- Participated in team brainstorm and contributed to client campaigns
- Researched bloggers to attend client events and assisted with planning
- Completed competitive analysis by monitoring client and news coverage
- Prepared social media audits to help clients improve engagement and presence online

EXAMINER.COM

FASHION WRITER | JUNE 2015 – AUG. 2016

- Pitched ideas for quality stories that are in the interest of readers
- Wrote fashion articles for the site's What to Wear section
- Conducted interviews with fashion industry leaders and professionals
- Researched fashion trends through press events, fashion shows and social media
- Researched and edit pictures related to the content of the article
- Promoted articles through social media platforms to increase traffic on the site

GOOD HOUSEKEEPING MAGAZINE, LONDON

WEB CONTENT ASSISTANT | JUNE 2014 – DEC. 2014

- Used a content management system to write articles and create galleries for the site
- Called in product images from PRs
- Subbed the website copy to make sure it was accurate and in the magazine's style
- Edited images on Photoshop for the magazine's website
- Managed Good Housekeeping's Pinterest and Instagram accounts
- Used SEO and keywords through Google Adwords to drive traffic to the site
- Trained freelancers and delegated tasks, ensuring the work was completed in a timely and efficient manner

EDUCATION

MASTER OF ARTS, MAGAZINE JOURNALISM

KINGSTON UNIVERSITY, LONDON, UK | 2013 – 2015

BACHELOR OF ARTS, ENGLISH

THE UNIVERSITY OF VERMONT | 2009 – 2013

YEAR ABROAD TOWARDS BACHELOR OF ARTS IN ENGLISH

THE UNIVERSITY OF KENT, CANTERBURY, UK | 2009 – 2013

ONLINE PORTFOLIO

- <https://shanicegravesandy.journoportfolio.com/>
- <https://www.linkedin.com/in/shanicegravesandy/>