

KELLY SUNSHINE

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KellySunshine.journoportfolio.com

Professional Summary

Innovative marketing copywriter, copy editor, and storyteller with impressive portfolio and more than 10 years of experience. Adept at strategic planning and creative content development, blending superior writing and research skills to successfully target a wide range of audiences. Inspiring team leader who brings individuals and groups together to achieve the desired goal. Looking for a compelling company where I can make a positive impact while continuing to grow personally and professionally.

Expertise In:

- Copywriting and editing
- Creative concept development
- Web content & social media engagement
- Strategic planning
- Brand management
- Direct mail, B2B and B2C marketing
- SEO best practices
- AP Style & Chicago Manual of Style
- Microsoft Office Suite, Google Suite
- Trello, Basecamp, Zoom, Skype, Mailchimp

Professional Experience

Freelance Copywriter & Copy Editor

Feb 2019 - Present

Co-author of Amazon best seller, Kindness Crusader. Provide variety of editing and writing services for clients spanning eCommerce business owners, educational professionals, inbound marketing experts, authors, charity organizations. Projects include consulting, website and social media content creation, ebooks, editing and development of various other print and digital collateral.

Copywriter – Public Information Officer

Sept 2020 - Feb 2021

Sonoma County Emergency - Dept. of Communications, Public Information Officer – COVID-19 Unit
Researched news and studies regarding COVID-19 to present in daily department planning meetings and determine what content to deliver to the public. Created and maintained social media content calendar. Collaborated with lead graphic designer to develop all social media posts. Audited website, created new content, revised and updated content related to COVID-19. Worked under pressure in ever-changing environment to inform community of urgent or emergency situations.

Senior Marketing & Product Copywriter

Nov 2016 - Feb 2019

Scandinavian Designs

Petaluma, CA

- Handpicked as 4th member of marketing department to develop 3 websites and launch the ecommerce division for all brands. Helped grow the team to 15 members in 1st year
- Led content development for digital collateral including direct response email campaigns, website landing pages, product names and descriptions, and romance copy

- Strategized with VP of ecommerce and Web/Marketing team leaders weekly to drive marketing initiatives based on data analysis regarding efficacy in customer-facing emails and website landing pages
- Collaborated with Creative, Marketing and Social Media/Web managers on content calendar and employed marketing strategies and SEO principles to attract, evolve and improve user experience across channels, and drive conversion. Resulted in week over week increase in number of subscribers
- Wrote and edited copy for TV ads for 12 markets, and national radio scripts
- Evaluated SEO content received from outside agency. Managed process of approval and extensively edited articles from freelance writers prior to publishing to maintain brand voice and meet established standards
- Oversaw production of all copy cover-to-cover for 5 catalogs annually for 2 brands that reach over 1,000,000 customers and prospects
- Created print ads, in-store promotions and signage, special event, merchandising tools, grand opening event invitations, flyers, brochures and more for 32+ stores, and internal newsletter

Copywriter and Editor, Business Owner

Jun 2013 - Dec 2016

Get It Done Write

Petaluma, CA

- Executed business agreements for copywriting and editing services with multiple national companies for a wide range of Industries to include: solar micro-inverter manufacturing, healthcare, education, retail, hospitality and design
- Accomplished goals by serving as expert brand ambassador through extensive industry and product research
- Produced digital and print assets to include: website content, blog articles, social media content, eBooks, brochures, signage, catalog copy, educational textbooks/workbooks
- Built and managed content strategy with key stakeholders, identifying target audiences to drive results back to the company. Results included increase in organic traffic to websites, growth in customer base, boost in sales of products and services

Copywriter and Copy Editor

May 2016 - Nov 2016

Creative Circle

San Francisco, CA

- Selected for adaptability and extensive expertise by this staffing agency. Long-term projects included:
- Hello Sense, Inc. - Blog writer. Researched, wrote and edited scientifically supported long-form blog articles for company selling innovative sleep tracking device
- Restoration Hardware - In-house editor during fast-paced production of 4 catalogs with rigorous deadlines. Collaborated with editors and designers regarding print design for each catalog

Education

Master of Arts: Teaching English as a Second or Foreign Language

San Francisco State University

San Francisco, CA

Bachelor of Arts: Language Studies, French and Spanish

University of California, Santa Cruz

Santa Cruz, CA

Leadership Experience

Spring 2019 - Summer 2020 President of the Board - Casa Grande High School Booster Club. Lead executive board and committee members on all fundraising activities to raise \$100,000 annually to support academics, arts, athletics & campus improvements

2015 - 2019 Secretary of the Board - Casa Grande High School Booster Club

2019 Hiring Committee for Principal & Assistant Principal - Casa Grande High School