

Sarah Heckle

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Freelance Copy Editor, Writer, and Digital Marketer | August 2015 to present

CNO Financial Group: Copy Editor | On contract via Artisan | November 2015 to present

- Support the marketing departments of several major supplemental health insurance providers
- Copy edit and proof marketing collateral, including brochures, letters, newsletters, websites, scripts, articles, press releases, emails and more
- Develop copy for marketing collateral, social media and blogs

Thirstie: Freelance Blogger | September 2015 to present

- Pitch monthly blog post ideas per the editorial calendar
- Write blog posts for Thirstie's blog, The Craft

Creative Converting: Ecommerce Marketing Specialist | January 2013 to August 2015

- Managed social media
- Managed content marketing
- Implemented and managed blogger outreach program and promotions
- Conducted and distributed media pitches
- Wrote copy for products, advertisements, and email marketing

One Click Ventures: Copy Editor and Writer | May 2011 to December 2012

- Wrote copy for advertisements, brand websites, marketing emails, and blog posts
- Managed editorial calendar and content for company corporate blog
- Edited and managed blogs for five retail brands
- Managed contract writers, including hiring, assignments, and editing
- Managed writing interns

One Click Ventures: SEO Specialist | October 2010 to May 2011

- Devised link building campaigns for brands
- Used outreach and guest posting to build relationships with bloggers
- Created link-worthy content to promote brands
- Tracked keyword trends and rankings

Atlantic Publishing Group: Freelance Editor | May 2010 to October 2010

- Co-authored *101 Different Ways to Build Homes and Pens for Your Animals*
- Copy and content edited manuscripts in all stages, according to AP style
- Fact checked manuscripts
- Proofed complete manuscripts
- Wrote press releases, articles, and book copy
- Compiled indexes

Other experience: Talent Coordinator at Katalyst Talent Agency, Student Writer for Hanover College Public Relations, Editorial Intern at *Cincy Magazine*, Co-editor of Hanover College Yearbook, Chi Omega Sorority

Education: Bachelor of Arts, Hanover College, May 2009 | Major: English, Minor: History