

Rebuck, Amanda

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153 Regents Rd Collegeville Pa, 19426

OBJECTIVE

A highly creative, motivated and technically oriented freelance writer and editor with excellent communication skills, adaptive range of writing styles across various industry verticals and experience with all forms of content creation seeks exciting new writing opportunities that offer creative freedom, flexibility and a killer culture.

EDUCATION

SAINT JOSEPH'S UNIVERSITY, PHILADELPHIA, PA

February 2018 | M.A. Writing Studies: Summa Cum Laude

PHILADELPHIA UNIVERSITY, PHILADELPHIA, PA

May 2015 | B.S. Professional Communications: Summa Cum Laude

- Philadelphia University, Academic Achievement Award in Professional Communication, 2015
- Philadelphia University, Design Showcase Choice Award, 2015
- Delivered Yellow Ribbon Program presentation to Board of Shared Governance, increasing veteran tuition contribution

EXPERIENCE

Freelance Content Creator **November 2019 – Present**

Rebuck Custom Writing | 153 Regents Rd, Collegeville, PA

- Researches and recommends industry-related topics, ensuring well-timed content for all clients
- Prepares well-structured drafts using Word and client publishing platforms, including WordPress and client sites
- Interviews industry professionals and incorporates their views into blogs for honest and reliable primary sourced content
- Edits and proofreads all content prior to publication, using SEO best practices to optimize content
- Promotes content on social and engages with users for brand management

Communications & Engagement Manager **May 2018 – December 2019**

Infinia Search | 244 E Street Rd, Kennett Square, PA

- Created all digital content, including Web copy, business development and engagement emails, social media support, quarterly newsletter, weekly blog post, client profiles, and white papers
- Developed and audited job descriptions
- Acted as liaison for external syndication
- Provided topic ideation, research, writing, editing and developing
- Collaborated with the Recruiting team and Business Development team respectively to ensure the correct messaging and tonality was achieved for each business unit's specific audience

- Planned and prepared branded content for layout, overseeing all stages of development
- Strategized virtually all contractor communications and served as point of contact for talent

Content Specialist **January 2018 – May 2018**

The Institutes | 720 Providence Rd, Malvern, PA

- Wrote/edited copy for both digital and print channels, including Web copy, emails, and campaign deliverables
- Followed a variety of detailed processes to write/edit different types of content
- Collaborated with the Marketing team to ensure that the correct messaging and tonality was achieved to meet specified requirements
- Identified, planed and prepared content for layout, publication, or syndication

Technology Writer **July 2016 – January 2018**

JTR Solutions | 1554 Paoli Pike West Chester, PA

- Worked closely with VP for digital rebranding, developing new content for website relaunch
- Managed content requests and accomplished in-depth research for assignments
- Wrote/edited short- and long-form copy across a multitude of industries for various client projects, including web content, blogs, articles, marketing material, case studies and newsletters
- Used SEO best practices and responsible link building for engaging content creation

Communications Consultant **May 2017 – September 2017**

DLL | 1111 Old Eagle School Road Wayne, PA

- Created and edited internal member communications, editorial articles, case studies, web copy, social media postings, and other materials as needed
- Collaborated with key stakeholders across the business to define and develop relevant content for a variety of audiences
- Contributed on-brand ideas for campaigns and other communications initiatives
- Helped support global strategy for member engagement and thought leadership

Interface Control Technician and Electronic Protection Technician **September 2007 – September 2011**

United States Air Force | Eglin Air Force Base, FL

- Designed and presented multiple deployment threat and systems presentations, including instructional demonstrations, imparting critical information to deploying personnel
- Briefed relieving squadron and 552nd Wing Command during Operation Iraqi Freedom and Operation New Dawn, safeguarding mission handover

SKILLS

- Expert in written and verbal communications
- Experienced with WordPress
- SEO
- Internal & External Communications
- Digital Content
- B2B and B2C Communications