

REBECCA BEVARD

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☎ 443-744-9697

📍 Woodstock, MD 21163

SKILLS

- Article Writing and Blogging
- Product-Specific Writing
- Tone and Language Variations
- Advertising Copy
- Marketing Strategies
- Fiction and Non-Fiction
- Script Development
- Research Writing
- Proofreading and Editing
- Webpage Content
- Rewrites of Existing Material
- Email and Email Campaigns
- B2B and B2C, Direct and Inbound Marketing
- Trello, Teams, Planner, WordPress, GSuite, Microsoft

EDUCATION

Baltimore City Community College
Baltimore, Maryland

PROFESSIONAL SUMMARY

Successful copywriter, proofer, and editor with 20 years of converting casual browsers into loyal customers. Proponent of SEO keyword integration to optimize online click rates. Dedicated to broadening companies' customer bases by enhancing public appeal through clever advertising copy and thoughtful blogging, eBook creation, web and landing page creation, white papers, script writing, social media postings, and email outreach.

WEBSITE, PORTFOLIO, PROFILES

- <https://rebeccabevard.journoportfolio.com/>
- <https://www.fiverr.com/beckywrites>
- <https://www.linkedin.com/in/rebecca-bevard/>

WORK HISTORY

NET CONCEPTS: COPYWRITER and EDITOR (Contract)
08/2022 - Present

- Creating, proofing, and editing materials for a wide array of clients across all industries
- Link-building and content strategy documents
- Other writing projects as assigned
- Blogging and articles
- Web pages (landing pages, location pages, products and services descriptions)

ARACHNID WORKS - LEAD COPYWRITER/EDITOR
03/2021 - 08/2022

- Created, edited, proofed all marketing content including blogs, white pages, emails, advertising copy, website creation content, inbound and direct marketing, social media content, and all other digital and print content for wide variety of clients within agency.
- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.

- Completed professional development in Emergency Medicine
- National Registry Paramedic.

Perry Hall Christian School

Perry Hall, MD 06/1985

High School Diploma

- Member of National Honor Society
- Relevant Coursework Completed: English (graduated with a 4.0)
- Elected Class Principal
- Salutatorian

CERTIFICATIONS

HubSpot: SEO, Content Creation, Social Media, Inbound Marketing, Marketing Strategies

- Drafted scripts for video-based communications, formatting copy specifically for visual presentation and video production needs.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Produced original, creative content for promotional advertisements and marketing materials.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Wrote social media outreach posts on both informational and promotional topics.
- Created high-impact messaging for marketing media, contributing to increases in revenues and market share.
- Collaborated with creative director and copywriting team in completing client projects from planning to on-time completion of quality deliverables.
- Sourced third-party content and contributions to expand internal publication diversity.
- Incorporated SEO keywords into copy to increase search results rankings.

Iconic IT - LEAD COPYWRITER/EDITOR

East Rochester, NY • 10/2019 - 03/2021

- Created content for new website after merger between 7 IT companies, wrote and/or edited and proofed all content for white papers, eBooks, blogs, emails, thought leadership, social media, and various sales campaigns.
- Edited content produced by senior executives, modifying text to conform to company-wide branding standards and publication guidelines.
- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Drafted scripts for video-based communications, formatting copy specifically for visual presentation and video production needs.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Collaborated with customer outreach personnel to ascertain audience demographics, incorporating collected data into future copy.

- Produced original, creative content for promotional advertisements and marketing materials.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Wrote social media outreach posts on both informational and promotional topics.
- Authored online display ads, increasing click conversion rates.
- Reviewed and edited final copy for accuracy and oversaw production.
- Provided editorial guidance to marketing team that was devoted to delivery of top-quality content.
- Created high-impact messaging for marketing media, contributing to increases in revenues and market share.
- Incorporated SEO keywords into copy to increase search results rankings.

**HOTH, iWriter, TextBroker, Self - FREELANCE
COPYWRITER**

Remote, MD 01/2002 - current

- Content creation for projects, websites, blogs, eBooks, email campaigns, social media, creative writing, listicles, instructional materials, “click bait” articles, SEO, editing and proofing, and various other jobs as requested.
- Incorporated SEO keywords into copy to increase search results rankings.
- Drafted scripts for video-based communications, formatting copy specifically for visual presentation and video production needs.
- Produced original, creative content for promotional advertisements and marketing materials.
- Rewrote existing content for clients.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Over 300 five-star reviews on Fiverr page.

City - Paramedic Captain EMS Supervisor

Baltimore, MD • 06/2002 - 08/2018

- Promotional advancement included normal lifesaving duties within Emergency Medical Services, with additional duties in supervisory role, including managing 30-40 paramedics, payroll, vacation requests, complaint investigations, disciplinary actions, evaluations, and other

managerial duties while also responding/controlling major incidents and organizing scene control within large urban fire department.

- Developed and implemented plan to streamline medic unit inspections.

City Fire Department - Paramedic

Baltimore • 12/1996 - 06/2002

- Performed public-facing paramedic duties including lifesaving interventions, complaint management, and all compliance paperwork.

