



VICTORIA HARRIS

COPYWRITER AND EDITOR

Grammar guru who has a microscopic eye for detail and gets great joy out of using words to make an impact. Able to adapt to any voice, style or tone with extensive experience writing in both corporate and creative settings. Excited to further cultivate my skills and grow in a collaborative environment.

CONTACT

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📍 Jacksonville, FL

SEE MY STUFF

📖 torih16.journoportfolio.com

EDUCATION

UNIVERSITY OF NORTH FLORIDA

Bachelor of Arts in English with a focus in creative writing

SKILLS

- Creative Writing
- Corporate Writing
- Research/Fact-checking
- Proofreading
- AP Style
- Marketing
- SEO Basics
- Blogging
- Copywriting
- Digital Marketing
- UX Writing
- Wordpress
- Microsoft Office
- Trello
- Smartsheet
- Detail-oriented
- Time Management
- Problem Solving
- Adaptable

EXPERIENCE

VYSTAR CREDIT UNION

WRITER & CONTENT CREATOR

October 2019 – present

- Maintain impeccable grammar, punctuation and syntax following AP style and strict brand guidelines
- Write clear, concise and well-researched copy to promote products, generate brand awareness, drive member growth and educate a wide audience
- Tailor writing to conform to different mediums including blogs, newsletters, social posts, website copy, landing pages, press releases and more
- Lead marketing team's efforts to learn, apply and teach written brand standards across company
- Collaborate with subject matter experts to communicate complex material in a digestible way
- Manage timelines for monthly newsletters while fulfilling day-to-day departmental copy requests
- Utilize UX writing knowledge to refresh website copy and elevate digital user experience
- Ghostwrite articles and speeches for CEO and other senior executives

April 2019 – October 2019

JUNIOR WRITER & CONTENT CREATOR

- Supported in the development of blogs, newsletter articles, emails, press releases and other materials
- Supported in proofreading internal and external communications to uphold company voice, tone and brand standards
- Worked with marketing team and stakeholders to draft communications for segmented audiences

March 2016 – April 2019

TELLER SPECIALIST III

- Gained knowledge of financial industry and valuable insight into customer experiences

June 2017 – January 2018

EIC DIGITAL EDITOR

- Prioritized multiple writing projects
- Rewrote content for clients using SEO basics
- Edited 20-page eBook for CEO of EIC Digital

July 2017 – November 2017

HOLONIS FREELANCE CONTENT WRITER

- Generated and developed engaging articles using Trello platform
- Wrote content on various topics including finance, pop culture, film/TV and more
- Conducted topic-specific research to produce accurate, cohesive content