

TONI SCHWARTZ

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80 S. 16th St., San Jose, CA 95112

SUMMARY

Prolific and eagle-eyed editor and wordsmith with over ten years of experience in online and print media. Current freelance work includes social media marketing copy, blog posts, web content, and email marketing.

QUALIFICATIONS

- Maintained two blogs for over two years using WordPress content management software.
- Ran a film review blog while supervising two-writer team.
- Interviewed video game developers, producers, and other notable industry figures.

WRITING EXPERIENCE

FREELANCE COPYWRITER

Self-Employed

February 2018 – Present

- Compose creative digital content for small businesses.
- Created multiple web pages for various small businesses.
- Improve small businesses' online visibility via social media marketing copy.
- Implement SEO in blog posts and meta descriptions to increase clients' web traffic.

FREELANCE COPYWRITER

Town Cats of Morgan Hill (cat shelter)

October 2017 – April 2018

- Composed creative copy featuring cats' profiles for printed flyers.
- Updated pre-existing cat profiles from website onto flyers.
- About 40% of cats with flyers were adopted.

ASSOCIATE EDITOR

Technologytell

2010 – 2011

- Wrote, edited, and published video game-related articles.

FREELANCE STRATEGY GUIDE AUTHOR

Killer Guides

2009 – 2010

- Penned two digital, 100+ page strategy guides for highly popular, multiplayer online games.
- Customers who purchased strategy guide for the *Lord of the Rings Online* game rated it a 4.6 out of 5.

STAFF WRITER

GameShark

2008 – 2010

- Wrote video game-related articles for website which had over 2.5 million monthly page views.

ASSISTANT GAMING EDITOR

Blogcritics Magazine

2008 – 2010

- Managed freelance writers for online newsmagazine with over 100,000 daily visitors.
- Penned a weekly series that highlighted lesser-known computer games.

WRITER

Blogcritics Magazine

2007 – 2008

- Wrote articles on video games, films, music, and books. Several were selected for syndication to Boston.com and Cleveland.com.

FREELANCE COPYWRITER

Newegg

October 2006 – December 2006

- Composed marketing copy for product pages of \$2 billion online retailer.

ENGLISH CONVERSATION TEACHER

AEON Corporation, East Japan

2000 – 2002

- Taught conversational English classes, ranging from introductory to advanced levels, to Japanese adults.
- Assessed prospective students' English skills in class placement interviews.
- Implemented supplementary homework in addition to preexisting material. Other teachers followed suit in their classes.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts in Psychology

OTHER FREELANCING EXPERIENCE

Penned articles for video game websites Ripten.com, GameOnn.com, and GoGamingGiant.com. Also wrote for eHow.com.

ADDITIONAL WORK EXPERIENCE

RESEARCH ASSISTANT

L.A. Orthopedic Institute

May 2007 – November 2007

RESEARCH ASSISTANT

Kaiser Permanente

March 2006 – October 2006

ADMINISTRATIVE ASSISTANT

Claremont Graduate University, McNair Scholars Program

2005 – 2006

RECEPTIONIST

Claremont Graduate University, Office of the Provost

2003 – 2005

REAL ESTATE APPRAISAL ASSISTANT

Appraiser Master

2002 – 2003

BILLING ASSISTANT

UCLA Neurological Services

1995 – 2000

VOLUNTEER EXPERIENCE

PLAYGROUP TREASURER

Las Madres

2012 – 2015

- Maintained annual budget of local chapter (AKA playgroup) of parenting organization.
- Processed reimbursement requests from playgroup members.
- Submitted quarterly reports to Club Treasurer.

ORGANIZATIONS

- Member of the American Copy Editors Society (ACES).

ACHIEVEMENTS

- Recognized as “Most Prolific Blogcritic” in March 2007 by Blogcritics Magazine.