



BRENDA WALKER

OBJECTIVE

To create the best possible outcome for every project.

SUPERPOWER

Knowing when to be the calm in the storm and when to be the storm that brings about change.

EDUCATION

Ashford University: Master of Arts-Health Care Administration (4/2012)

CERTIFICATES/DIPLOMAS

Social Media Marketing-HubSpot Academy, COVID-19 Contract Tracing-Johns Hopkins, Instructional System Design, Grant Proposal Writing, Digital Marketing, Copywriting, Sports Nutrition, Copywriting White Papers

VITALS

walkerbkwalker@gmail.com

<https://medium.com/@walkerbkwalker>

<https://www.linkedin.com/in/brendabkwalker>

<https://bkwalker.journoportfolio.com/>

EXPERIENCE AND SERVICES

- ✓ Project Management/Content Coordination/Program Coordinator/Digital Marketing
- ✓ Writer/Editor/Written Communication
- ✓ Independent Health Journalist/Medical/Science Writer/Editor
- ✓ COVID-19 Contact Tracing
- ✓ Health Care/Patient Advocate (Navigator) Services
- ✓ Ghostwriter/Copywriter/White Papers/Article Content
- ✓ Blogging/Social Media/Website Posting/Monitoring
- ✓ Product Descriptions
- ✓ B2B/B2C Marketing, Guerrilla Marketing, SaaS
- ✓ Research/Data Analysis
- ✓ Virtual Admin. Assistant/Personal Assistant
- ✓ Transcription-General/Medical/Insurance/Editing
- ✓ CSR/Oversight/Chat Box/Email/Telephone/Video
- ✓ eLearning Design and Development

TECHNICAL/SYSTEMS/TOOLS/SOFTWARE

- ✓ MS Office Suite (all products), G Suite, etc.
- ✓ Communication/Collaboration (Slack, Skype, Trello, Basecamp, ZOHO, Jira, WorkFront, etc.)
- ✓ Adobe Creative Cloud (familiar with most including Id, Fm, Sp, etc.)
- ✓ Hosted Course Software (Thinkific, Kajabi, etc.)
- ✓ WordPress LMC Plugins (i.e. LearnDash/AlleyAlly)
- ✓ Social Media (Twitter, Facebook, Instagram, Pinterest)
- ✓ Desktop Publishing (Microsoft Publisher, Id, Snagit, Canva, etc.)
- ✓ HIMs (SaaS,EMR/EHR most systems)
- ✓ and more...just ask

LINKS TO WORK

Addiction Hope for JourneyPure:

<https://www.addictionhope.com/blog/aftercare-addiction-treatment/>

<https://www.addictionhope.com/blog/start-conversation-addiction/>

BrainBlogger: <http://brainblogger.com/author/walkerbkwalker/>

Back in the USA: <http://backintheusa.us/> and www.backintheusastore.com

BRENDA WALKER

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EXPERIENCE:**Brenda (B.K.) Walker:**

Content Specialist/Marketing
Content Coordinator/Health
Journalist

01/2005 - Present Remote

Susan Puckett: Project
Manager/Administrative
Coordinator

01/2000 – Present Remote

Private Patronage:

Ghostwriter/Collaboration
06/2020 –9/2020 Remote

Le' Cat Publishing:

Editor/Writer
01/2012-02/2017 Remote

**BackInTheUSA/GrassRoot,
Inc.:** Web Content
Coordinator/Project
Coordinator/Editor/Writer
08/2013-10/2016 Remote

TripleCurve: Web Content
Writer
04/2013-01/2014 Remote

PROCESS DESCRIPTION:

- Project Management/Content Coordination/Program Management-(increased media presence of over 75% in the 1st quarter)
- Product Strategy, Public Relations, On-line Reputation Management
- Design & Innovation Thinking: Bringing a fresh approach to an old concept, “Don’t throw the baby out with the bath water.”
- Planned, developed, and coordinated overall change process with the owner of a floundering eCommerce website increasing its readership ten-fold. This allowed the owner to expand to a second eCommerce website. Increased media presence by over 75% in the first year and grew the eCommerce site traffic using SEO enhanced tactics by over 37% in my first year
- Worked together with the publication owner to expand its product line from books only to a bi-monthly magazine.
- Created meaningful content for one of the most prestigious Neuroscience online magazines in its early stages.
- Project Management-Assisted a struggling Mental Health and Disabilities Coordinator streamline her process, enabling her to better serve her clients, increase work productivity through databases we developed to meet her needs, and transcribed/edited/reviewed client data to ensure needs were met and adherence to governing bodies. Created and developed forms that enhanced workflow, developed transcription processes, increased methodologies for medication views and ISP views.

FREELANCE CLIENT LIST INCLUDES:

BackInTheUSA, Inc.-World View Pictures Corp-JourneyPure-BrainBlogger-Our Paleo Life-LE’CAT Publishing-TripleCurve-The Glade City Rounds-The String Shop-Medical Transport-Quarate-CVS-PBM-Xtend Health Care-TSP