

Johanna Hickle

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408-375-0287

A versatile writer with considerable experience covering the arts and culture of the Bay Area.

Journalism & Cinematography Experience

Portfolio: www.johannahickle.journoportfolio.com

Editorial Assistant at The Six Fifty (one of Embarcadero Media's online platforms)

(Mar. 2019 – Present)

- Writing articles on the people, places, and events of the Silicon Valley
- In-house (Oct. 2019 – Mar. 2020): Also included posting on social media sites and editing
- Freelancing (Mar. – Sept. 2019 / Apr. 2020 – Present)

Contributing Writer at Content Magazine (Apr. 2016 – Present)

- Writing stories about the creative minds and small business owners driving culture in the Bay Area
- Internship (Apr. 2016 – Dec. 2016): Also included posting on social media sites and editing

Ad Scriptwriter at Tabrizi Productions (Jan. 2019 – Present)

- Writing corporate and commercial scripts to reach both internal and external audiences

Freelance Writer for various publications

- **Filmkik** (June 2020 – Present) Scriptwriting and copywriting for a production company dedicated to helping brands find their voice through video, live streaming, and animation.
- **Chegg** (Jul. 2020 – Present) Blogging student stories and celebrating their academic and extracurricular accomplishments.
- **Yaybayarea & YaysanJose** (Nov. 2018 – Feb. 2020) Sharing the accomplishments of business owners in the Silicon Valley through SEO-friendly articles
- **Silicon Valley Business Journal** (Apr. 2017 – Nov. 2017) Reporting on CEOs and other innovators (included writing and fact-checking all the 2017 “40 Under 40” profiles)
- **Bayarea.com** (Apr. 2017 – Sept. 2018) Writing on places to explore around the Bay Area
- Also submitted guest posts to **Mountain View Voice** and **Grace Belle's “The Adventurer”** (a section dedicated to ladies with wanderlust)

Other Work Experience

Contracted Writer at Velodyne Lidar (Aug. 2018 – Dec. 2018)

- Writing press releases and blog posts concerning the latest news on Velodyne's autonomous car technology as well as editing the employee newsletter

Contracted Website Copywriter at Property Pro (Feb. 2018 – Apr. 2018)

- Creating all the written content for Property Pro's new website (www.propertyproltd.com)
- Capturing the company's brand identity by channeling its voice & values to attract the right clients
- Incorporating basic knowledge of SEO while creating text that caters to the needs of digital readers
- Crafting strong leadership profiles & an engaging company history

Freelance Editor (2014 – Present)

- Critiquing academic essays, theses, short stories, and novels by personal referral

Intern at Talcott Notch Literary (May 2015 – Jul. 2015)

- Reading, evaluating, and replying to query letters from writers
- Evaluating fiction and nonfiction submissions
- Preparing reader reports for agents on promising submissions

Consultant at Biola University's Writing Center (Sept. 2014 – Dec. 2015)

- Assisting both undergraduate and graduate students with grammar, structure, and outlines
 - Providing secretarial duties such as phone call support and scheduling appointments
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Education

Biola University (Aug. 2012 – Dec. 2015)

- BA in English (with a creative writing emphasis)
- Graduated Magna Cum Laude with a 3.85 GPA

Skills

- Photography experience (mainly with the Nikon Coolpix B700)
- Experience with Photoshop
- Experience with WordPress, Blogger, Microsoft Office, and Google Docs
- Knowledge of Chicago Manual of Style
- Basic understanding of SEO and HTML