

María Cristina Lalonde

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Objective

I am a energetic writer seeking to use my skills and four years of experience to tell meaningful stories that inform, engage, and inspire online audiences.

Experience

Content Editor at Offers.com

October 2015 – Present

As Content Editor, I create crisp, compelling blogs about lifestyle, travel, and consumer trends. I compose concise write-ups on small businesses for our website, and contribute columns to publications like AskMen and U.S. News & World Report. I interview industry experts and conduct independent research to ensure content is relevant, accurate, and original.

Freelance Writer at WR Writing

October 2014 – October 2015

I worked as a freelancer with this three-person writing and marketing company, producing blogs, articles, press releases, and web copy for a variety of different small businesses. I interviewed clients and carried out online research to write authoritatively on a wide range of topics, including health, relationships, fitness, and law. I was consistently commended by clients for maintaining a high standard of writing under pressure and tight deadlines.

Writer at Groupon

August 2011 – August 2013

As Writer for the Groupon editorial team, I thrived in a demanding environment, generating a high volume of creative, quality copy and researching hundreds of merchants around the country. I worked independently to write blogs and city guides to national food, arts, and culture scenes informed by web research and interviews with industry professionals. I was recognized for productivity and performance with awards such as “Best Lead” and “Squeaky Clean Copy Award”.

Education

Emerson College

June 2007 – June 2011

Class of 2011 BA (Cum Laude) in Writing, Literature, and Publishing with emphasis on Writing