

Ellen Barnes

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PROFILE

Freelance writer and editor working with NGOs, startups, corporates and digital agencies to help them make the customer the hero. Core strength is transforming complex concepts into simple, compelling and impactful stories. Professional gap from July 2022 - May 2023 due to maternity leave.

RELEVANT SKILLS

Editing & Proofreading
Native English Writing
Interviewing & Storytelling

International Collaboration
Content Management
AP Style

CMS Expertise
Blogging
Active Listening

PROFESSIONAL EXPERIENCE

Global Content Specialist | Amsterdam, Netherlands
Brunel

Apr 2019 - Jul 2021

- Grew company's global blog visits by 267% in 2020
- Implemented the StoryBrand framework to create impactful content strategies for Brunel's major global projects and marketing campaigns spanning 40 countries
- Rewrote Brunel's entire global website to ensure clear and engaging content
- Collaborated with a diverse, international team

Freelance Writer & Editor
Self-Owned | Amsterdam, Netherlands

Jun 2016 - Apr 2019

- Provided web writing, editing, proofreading, newsletter creation and content management services for clients worldwide, including AkzoNobel, THNK School of Creative Leadership, B. Amsterdam, Stichting NewBees (see below), Alston & Bird, Meet Berlage, UMI, Acadia, Atlas of Caregiving and Expatica BV
- **Freelance Writer, NewBees (2017 - 2018):** Interviewed 13 refugees and shared their stories on finding new career paths in the Netherlands, helping to build more accurate narratives around refugees' experiences in new countries
- Writing portfolio: ellenbarnes.journoportfolio.com

Associate Editor (Contractor)
Georgia Quick Start | Atlanta, Georgia, U.S.

Aug 2015 - May 2016

- Contracted to develop the content and editorial materials for the #1 government workforce training program in the U.S.
- Conducted interviews with clients and provided editorial coverage for events across the state of Georgia
- Composed bi-annual, 24-page newsletter and authored new content for website
- Edited video scripts, web copy, brochures, reports, press releases and more

Business Analyst → Content Manager
Acadia | Atlanta, Georgia, U.S.

Jun 2013 - Feb 2015

- Promoted to Content Manager based on high performance in Business Analyst role
- Recruited and managed a network of 20+ freelance writers; implemented the writing, editing & securing of newsworthy media placements for 20+ clients
- Researched & wrote media placements; strategized & wrote client blogs
- Managed client communications and external journalist communications to deliver timely, quality content

EDUCATION

University of Amsterdam

Sep 2021 - Jul 2022

Master, Conflict Resolution & Governance

Focus: The power of strong narratives to affect behavior and create conflicts

Thesis: "A Narrative as *Felt*: The Role of Political Transportation in the Decision to Vote for Donald Trump in the 2020 United States Presidential Election"

The University of Georgia

Aug 2009 - May 2013

Bachelor of Arts (B.A.), Journalism

Bachelor of Science (B.S.), Psychology

Certificate, New Media

3.89/4.00 GPA (Magna Cum Laude)

HOPE Scholar, Phi Beta Kappa member and National Society of Collegiate Scholars selectee

CERTIFICATIONS

Coursera Certified Courses: Emory University

Oct 2020

Conflict Transformation

Learned how conflict offers opportunities for constructive change and explored different tools and methods for engaging conflict constructively

Skills learned: Active listening, Communication, Facilitation, Interaction

LEADERSHIP & VOLUNTEER EXPERIENCE

English Language Cafe Facilitator, BOOST (Apr 2017 - Aug 2022)

- Facilitated an "English Cafe" with a diverse group of refugees every Friday afternoon to practice English conversation skills

Volunteer, Operation Mobilization (May 2016)

- Worked in a refugee camp in Lavrio, Greece for three weeks providing English classes, games and other programs for children

Volunteer, Proskuneo School of the Arts (Jan - May 2016)

- Taught children how to play the piano in Clarkston, Georgia, one of the largest refugee communities in the United States

Team Member, Off the Grid New Zealand (Feb - May 2015)

- An international, nature-oriented, 3-month-long leadership and self-development program spent without any phones or other technologies while hiking ten of New Zealand's mountains
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EXTRA INFORMATION

- Strengths:** Empathy, connectedness, belief, input, collaboration, listening, flexibility, light-heartedness
- Hard Skills:** CMS (WordPress, WIX, Sitecore, Squarespace), AP Style, Google Analytics, SEO tools (Semrush), MailChimp, HTML (Basic)
- Languages:** English (native), Dutch (B1)
- Hobbies:** Bike touring, non-fiction reading, hiking, playing the piano, playing with 9-month-old son