

SAMANTHA CALLAHAN

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<https://srcallahan09.journoportfolio.com/>

I am a detail-oriented and self-motivated writer seeking a position that demands a fresh perspective to create crisp and informative copy.

WORK EXPERIENCE

Writer

GASPEDAL, Austin, TX, *July 2018 – present*

- Write marketing, email, and website copy and content for the CSR Board, Talent Acquisition & Marketing Board, SocialMedia.org, and SocialMedia.org Health brands
- Research and write individual weekly newsletters for all Board.org and SocialMedia.org communities
- Interview subject matter experts and write detailed blog posts about their projects and programs
- Led crucial projects, including a newsletter overhaul, email processes update, and the Talent Acquisition & Marketing Board community revamp

Freelance Writer

FISHBAT, remote, *July 2018 – January 2019*

- Wrote and edited between two and four research-based blog posts for employee benefits-focused client each week
- Ensured article content correlated with SEO efforts, used correct industry jargon, contained current data, and was valuable to the client's audience

Copywriter

RYMAX MARKETING, Pine Brook, NJ, *October 2016 – July 2018*

- Wrote creative and enticing copy on behalf of clients to market their products
- Self-edited all copy before publication
- Worked with clients including United Airlines and MasterCard

Community Manager/Response Team Member

TODAY'S BUSINESS, Pine Brook, NJ, *January 2015 – October 2016*

- Managed approximately 30 clients' corporate social media accounts
- Oversaw the daily tasks of between five and 10 Engagement & Analytics Associates and interns
- Shaped and molded the voice and marketing strategies of a variety of companies on social media through content creation and precise editing
- Grew clients' social media followings by distributing engaging content in a timely manner, ensured tasks were performed effectively, and kept the pages relevant & appealing

EDUCATION

RAMAPO COLLEGE OF NEW JERSEY, Mahwah, NJ

Bachelor of the Arts in Communication Arts – Concentration in Writing (2015) | 3.6 GPA

- Dean's List (2012 – 2015)

UNIVERSITY OF WESTMINSTER, London, England

Study Abroad (Spring 2013 semester)

SKILLS

WordPress ♦ Salesforce ♦ Confluence/Atlassian ♦ Google Drive ♦ Microsoft Office ♦ Asana ♦ MailChimp ♦ Basecamp ♦ Teamwork ♦ Facebook ♦ Twitter ♦ Instagram ♦ Google+ ♦ LinkedIn ♦ Tumblr ♦ Pinterest ♦ Sprout Social ♦ Raven Tools ♦ HootSuite ♦ Google Analytics ♦ HTML format ♦ AP style