

genevieve healey

Salt Lake City, Utah

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Experience

Freelance Writer and Editor

January 2011–Present

Provide writing, proofreading, copy editing, and substantive editing services

- Produce and proofread website copy, marketing materials, blogs, newsletters, and social media copy for local media agency
- Stay current on best practices for search engine optimization and digital marketing techniques
- Copyedit novels and short stories for grammar, punctuation, content, and readability according to client style guides and standards
- Write blog posts, landing pages, and other SEO-focused website copy

Contract Editor

April 2019–March 2024

Gadget Flow

Write and proofread product listings, newsletters, blog posts, and other copy

- Write multiple listing descriptions daily for new, unique, and upcoming products across industries
- Stay apprised of current events and product releases to create new content
- Recommend topical content to capitalize on current events and user needs
- Proofread all blogs, listings, and newsletters for consistency, accuracy, style, and user experience
- Upload content to WordPress, formatting each listing properly with tags, meta description, titles, and images
- Respond swiftly to implement changes for best SEO practices and strategies
- Complete product listings for customers to their satisfaction, making edits when necessary
- Copyedit blogs that roundup products, announce releases, cover events, and outline marketing tactics
- Cover CES and global tech events along with Apple WWDC and other company launch events

Copy Editor II

March 2016–July 2017

Clearlink, Salt Lake City, Utah

Oversaw content quality and consistency on a consumer-focused safety and home security website

- Worked closely with SEO Strategist to create organic content strategies and research keywords
- Worked with Content Strategist to set deadlines, create editorial calendar for new and revamped old content, outline articles, and map customer journey
- Developmental edited and copyedited short- and long-form copy by external and internal writers for grammar, clarity, consistency, accuracy, brand compliance, user experience, and company style standards
- Assisted producing and procuring content for blogs and websites, supporting customer deliverables
- Participated in Google Analytics learnings
- Verified facts, checked for plagiarism, and ensured source reliability
- Proofread articles edited by other editors
- Created, implemented, and maintained a website style guide that considered voice, tone, and audience
- Kept apprised of and adhered to online marketing best practices

- Gave extensive, constructive, and thoughtful feedback to writers during a multistage editing process
- Taught editing and writing workshops to other writers, editors, and marketing department staff

Program Coordinator, Spice Kitchen Incubator

January 2013–February 2016

International Rescue Committee, Salt Lake City, Utah

Managed culinary incubator program for refugees and immigrants starting food businesses

- Proofread and edited all web and print writing for accuracy, quality, and consistency
- Wrote copy for print and digital platforms while adhering to organizational style guide
- Assisted staff with story creation, development, and editing for social media and email newsletter
- Assisted with grant writing and editing
- Oversaw timely completion of multiple simultaneous projects
- Coordinated website, calendars, events, meetings, and logistical needs of commercial kitchen facility
- Managed websites on WordPress and Weebly platforms, updating as necessary

Education

Bachelor of Arts in Comparative Literature, Minor in African Studies

September 2008–March 2012

University of California, Los Angeles

Studied Comparative Literature with a focus on French and English languages. Minored in African Studies and also took courses in environmental science, wildlife conservation, and Swahili language.

Skills

Copy editing • Proofreading • Formatting • Fact checking • Writing • Communicating • Prioritizing • Web writing • Basic HTML • Thinking critically • Coordinating projects • Using Microsoft Office, Google Suite, & Wordpress