

# NICOLE BYWATER

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Allen, Texas

**I am seeking** a position that utilizes my communications skills and experience. I am a self-starter with great organization and multi-tasking abilities. Yes, this means that I'm one of those rare creative types who can still stay on top of deadlines and pay sharp attention to detail.

## Work Experience:

Freelance Writer/Editor

February '09 – current

- Interviewing and researching businesses for original content for the Allen Economic Development Corporation, including "Success Stories," groundbreaking announcements and press releases, in support of their marketing strategy
- Selected by Success Publishing and Nerium International as the primary writer for *Beautiful You* magazine in 2015, creating approximately 75% of content; script editing for Nerium International promotional videos
- SEO and blog content for SparkTen, a digital marketing agency serving small and mid-sized businesses
- Interviewing, research and writing original marketing & editorial content, as well as editing articles for national Success Publishing magazines for the direct selling/network marketing industry including: *Success from Home*, *Your Business at Home* and various custom magazines, as well as their website, Success.com
- Writing features and business profiles for *Allen Image* magazine, a community magazine published monthly to a circulation of over 65,000 households and businesses
- Social media marketing and design work for *Allen Image* magazine

Catalog Copywriter – JCPenney Corporate Office

June '05 – January '09

- Writing and editing marketing copy for men's and home merchandise for retail catalogs and promotional materials
- Creating online product presentations utilizing SEO
- Working as part of larger teams to create materials showcasing the value and benefits of JCPenney products

Community Editor – Star Community Newspapers

August '03 – June '05

- Responsible for editorial content of *The Allen American* newspaper, a weekly community newspaper covering the cities of Allen, Lucas and Fairview, with many articles appearing in other Star Community newspapers
- Served as staff writer before being promoted to community editor for the bi-weekly *Lewisville Leader*, covering Lewisville and Highland Village

## Education:

University of Texas – Bachelor of Journalism

## Technology Skills:

Proficient in Adobe InDesign, WordPress, Microsoft Word, Excel & PowerPoint, and social networking applications

Extremely proficient in proofreading & AP Style