



HEATHER MURSCHEL

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PROFESSIONAL WRITER AND EDITOR • CONTENT MANAGER • SEO SPECIALIST

SUMMARY

I spent more than 10 years working as a journalist for a daily newspaper. The last three, I've been the owner of a freelance writing business. The majority of my clients need content writing services, and assistance in managing social media accounts. It took a leap of faith to leave my publishing career behind. But I don't believe in regret. I love the fact that I learn something new every day, and I like the challenge SEO specialists face to stay up-to-date with all the requirements in this industry. I've grown as a writer and am at a point in my life where I need something more consistent. I am a detail-orientated writer with a solid work ethic. I am skilled in various, optimization techniques. I am certified in content management and continue to take classes through HubSpot Academy, Google and Moz.

RELEVANT SKILLS

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|--------------------|------------------------|---------------------------|
| ✓ SEO | ✓ On-Page Optimization | ✓ CMS Site Development |
| ✓ Keyword Research | ✓ AP Style | ✓ Social Media Management |
| ✓ Website Content | ✓ Marketing Research | ✓ Google AdWords |

EDUCATION

Black Hills State University, Spearfish, S.D.

August 1998 to May 2002

I received a bachelor's degree in mass communications with an emphasis in journalism. I accomplished my goal in four years. While enrolled, I was highly involved in various campus organizations. I worked as assistant editor for the campus newspaper, was elected as secretary of the student senate, and worked for the state board of regents as an HTML specialist to build the university's initial website. I graduated with a 3.8 GPA.

AWARDS AND VOLUNTEER WORK

- | | |
|----------------------------------|-------------------------------|
| ✓ Rotary Club President | ✓ Chamber Ambassador |
| ✓ Associated Press Award Winner | ✓ Community Education Teacher |
| ✓ Junior Achievement Participant | ✓ Ridge Rider Volunteer |

PROFESSIONAL EXPERIENCE

Words By, Spearfish, S.D.

March 2015 to Present

Owner and operator of a small business where I facilitate and create website content and marketing campaigns for business owners, web developer firms, and marketing agencies. My services also include copywriting, creating product descriptions, ghost writing blogs and SEO. I have learned many valuable lessons during these past three years. Running a business is a lot of work. It requires you to remain accountable to yourself and others, have self-discipline, and be able to accept that you will fail at times.

Lawrence & Schiller, LLC, Sioux Falls, S.D.

December 2015 to April 2016

I worked as a remote content writer for a well-established marketing agency. I was originally hired to conduct extensive research and create content for a company that required a website to act as a resource for a new medical device. I dove right in. After a month, I successfully optimized more than 60 pages of content. Following that project, my content manager hired me to continue working on websites. Thanks to a team of web developers and marketing professionals — I became efficient in techniques such as search engine optimization, keyword research, inbound marketing and web analytics.

Black Hills Pioneer, Spearfish, S.D.

January 2004 to September 2014

It was always my dream to be a journalist. Shortly after I graduated from college — my dreams became true. I was originally hired as a reporter and promoted to assistant editor after 18 months. Four years later, I became managing editor and held that position for three years. These opportunities to move up the ladder allowed me to truly understand the world of publishing. My responsibility was to produce a newspaper every day, act as the main newsroom contact, and oversee a staff of reporters and photographers. I was dependable, efficient and someone who strived to become a better writer. I won numerous Associated Press and SDNA Awards and was recognized by industry leaders for investigative journalism. But I believed the company could do more — so I came up with the idea to create a “Visit Spearfish” a tourism magazine that is still in circulation today. From there, I began developing a plan to increase our digital footprint. I was instrumental in maintaining our social media presence and assisted in the complete re-design of their website.

“Heather took on a large, information-intensive project for us and did an impeccable job in a timely fashion. She did extensive research to make sure all of her content was up-to-date and on-point.”

Sara Schiplin, Sonder Wellness

“I contracted with Heather for over a year. She was hired to help with a large online campaign where she optimized web content and edited clients’ blog articles. Heather is a great writer. and ensures the small details are not missed.”

Matthew Gage, The Gage Team