

# KELSEY VICKERS

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## WORK EXPERIENCE

### SYVO

Senior Copywriter | March 2022 to present

- Create original, SEO content for top international luxury bridal boutiques
- Provide product descriptions and pitch fresh blog topics for clients
- Identify latest trends and preferences of audiences

### STRATEGY MESH

Technical Writer | Dec. 2021 to present

Project Manager | March 2022 - June 2022

- Create multi-industry blog posts, eBooks, and web content
- Assigned work and managed deadlines for team of copywriters as project manager

### COLUMBUS STATE UNIVERSITY

Marketing Specialist | July 2020 to March 2022

Marketing Coordinator for College of the Arts | Oct. 2017 to July 2020

- Developed and designed original marketing collateral for university departments
- Managed four COA social media accounts, wrote evergreen web content and implemented bi-monthly email marketing campaigns

### THE LEDGER-ENQUIRER/MCCLATCHY

Head Newspaper Page Designer & Copy Editor | Feb. 2015 to Oct. 2017

- Formatted and designed front page, business, features, and sports pages daily
- Proofread articles for AP style, spelling, clarity, accuracy, and wrote headlines
- Accommodated last-minute design changes in response to breaking news

## SKILLS/CERTIFICATIONS

Hootsuite Social Marketing Certification • Technical Writing • Copy Editing • SEO  
Graphic Design • Adobe Creative Suite • Blogging • WordPress • Team Collaboration

## EDUCATION

**MA in Technical & Professional Writing** - Middle Georgia State University

**BS in Print Journalism** - Troy University