



KELLY OZOG

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[Portfolio](#) | [Blog](#) | [Herbal Business](#) | [Linkedin](#)

PROFESSIONAL SUMMARY

- Experience Editor and Writer with 5+ years of managing lifestyle, health, food, and wellness content.
- Specializes in blog posts, editorial and advertorial articles, product copy, email campaigns, and storytelling.
- Skilled in SEO-driven writing and high-performing email content with 30 %+ open rates.
- Strong editorial judgment while interviewing experts and PR professionals.
- Detail-oriented editor and fact-checker; ensures accuracy and clarity across all content.
- Collaborates effectively with cross-functional teams, including marketing, design, and social media.
- Thrives in fast-paced environments; excels at managing deadlines, multitasking, and staying organized.

WORK EXPERIENCE

Writer

April 2024 - Present

Gluten-Free & More Magazine, Remote

- Write articles on gluten-free, nutrition, and lifestyle for editorial and branded content.
- Interview top brands, PR contacts, and experts to craft editorial and advertising features.
- Create SEO blog content and affiliate pieces that align with the audience's interests.
- Lead outreach to influencers and partners for content opportunities.
- Edit and proofread all content to meet the brand's voice and AP guidelines.

Freelance Writer & Editor

January 2020- Present

Various Clients, Remote

- Provide editorial services, ghostwriting, and content strategy for wellness brands.
- Write for personal lifestyle blog, Herbal Gypsy Girl, featuring natural beauty tips, wellness advice and herb based recipes.
- Write and promote articles, social media posts, and newsletters aligned with brand identity.

Bartender & Food Editor

July 2019- January 2023

Oyster Shucker, St. Pete Beach, FL

- Led bar operations while managing and training a team of servers and bartenders to ensure smooth service and guest satisfaction.
- Wrote, edited, and updated food and drink menus with seasonal specials and compelling descriptions to reflect Oyster Shucker and its atmosphere.
- Created engaging content by photographing food, beverages, and events and posting them to social media to boost customer traffic into the bar and restaurant.
- Helped rewrite website copy and optimize layout to better showcase menu items.
- Developed in-house promotions and events to boost revenue and create buzz within the community.

Content Specialist

December 2017 - July 2019

Onoxa, Private Label Skincare, St. Petersburg, FL

- Execute and manage all conversations derived from digital initiatives.
- Wrote feature articles, news blogs, landing pages, email campaigns, social media posts, and other original online content that engaged readers with clear and captivating language.
- Edited and checked completed work for accuracy.
- Conducted online research to obtain relevant information.
- Created content with SEO keywords drawn from Google Analytics.
- Conducted interviews with experts to generate topics.
- Managed team of writers and junior editors to deliver accurate and engaging content.
- Responded to customer inquiries and provided technical assistance over the phone.

Teacher**August 2016 - May 2017****Renaissance Charter School, Lake Worth, FL**

- Led a third-grade class, developing and implementing engaging lesson plans that aligned with curriculum standards, fostering a positive and inclusive learning environment.
- Provided flexible and effective classroom management for various Elementary School grade levels, ensuring continuity of instruction and maintaining a supportive atmosphere for students.

Editor**August 2012 - May 2014****Sandow Media/NewBeauty Magazine, Boca Raton, FL**

- Planned and produced editorial and cover photo shoots, including concept development, scheduling, location coordination, and on-set execution.
- Captured high-quality product photography, including before-and-after imagery for beauty stories and clinical trials.
- Fact-checked articles by cross-referencing interviews with doctors, dermatologists, and celebrity talent to ensure editorial accuracy and brand credibility.
- Tested beauty products and wrote concise, engaging summaries for product roundup pages and digital features.
- Collaborated with all departments.

Editorial Intern**July 2012 - August 2012****Sandow Media/NewBeauty Magazine, Boca Raton, FL**

- Assisted with core editorial tasks in a fast-paced magazine environment.
- Wrote short feature articles and product descriptions for print and digital.
- Fact-checked articles to ensure accuracy and alignment with expert interviews.
- Quickly adapted to the editorial workflow, leading to a promotion to editor.

EDUCATION

Bachelor of Arts in English Language

University of Michigan, Ann Arbor, MI

August 2006-May 2010**Study Abroad Program in Journalism, Marketing and Film**

University of Freiburg, Freiburg, Germany

January 2009-August 2009**AREAS OF EXPERTISE**

- **Tools & Tech:**
 - CMS: WordPress, Shopify
 - Email Marketing: Mailchimp, Klaviyo, Constant Contact
 - Analytics: Google Analytics
 - Design: Canva
- **Languages:** English, Beginner German
- **Certifications:** The Art of Storytelling, TEFL, Modern Journalism
- **Skills:** Advanced Writing, Strong Editorial Skills and Planning, Interviewing, Time Management, Content Development, Digital Publishing, Copywriting and Editing, Fact-checking and Proofreading, Research and Relationship Building, and PR Outreach
- **Interests:** Philanthropy, Faith, Surfing, Biking, Traveling, Herbalism, Blogging, and Photography