

Skylar Crawford

Advertiser and Copywriter

Chattanooga, TN · 865-456-5993 · skylarcrawford@outlook.com · skylarcrawford.journoportfolio.com

Summary - Content-focused marketing professional with 2+ years of copywriting and content production experience, SEO keyword optimization using Ahrefs, and proven ability to meet daily/weekly deadlines. Skilled in content strategy, blog writing, research, and cross-functional communication.

Experience –

Chattanooga Imaging · *Front Desk / Scheduler* · February 2025 - Present · Chattanooga, TN

- Manage patient intake, scheduling, and payments for a high-volume clinic; handle 250+ calls and appointments weekly.
- Maintain accurate patient records and billing entries, improving appointment flow and reducing scheduling errors.
- Provide frontline patient communication and support, escalating issues to clinical staff as needed.

Go Fish Digital · *Associate Copywriter* · November 2021 - July 2022 · Raleigh, NC

- Researched and wrote SEO-optimized blog posts and long-form content for diverse B2B and B2C clients on daily deadlines.
- Performed keyword research and content gap analysis using Ahrefs to inform topic selection and on-page optimization.
- Collaborated with account managers and outreach teams to produce link-building content that supported client SEO strategies.

NextRequest · *Copywriting Intern* · February 2020 - March 2021 · San Francisco, CA

- Researched and wrote original blog posts on weekly deadlines for the company blog; adapted tone to target audiences.

- Managed data and reporting tasks in Google Sheets and Airtable to support content calendar and editorial planning.
- Contributed topic ideas and performed competitor research to boost organic traffic and engagement.

Education - University of North Carolina at Chapel Hill - BA, Advertising & Public Relations
Hussman School of Journalism and Media, Spring 2021

Skills -

- Writing & Editing: Content strategy, blog posts, copywriting, AP Style, editorial review
- SEO & Analytics: Keyword research (Ahrefs), on-page SEO, basic content performance analysis
- Tools: Google Workspace, Microsoft Office (Excel, Word, PowerPoint), Airtable, WordPress, Canva, Qualtrics; basic Photoshop & InDesign
- Research & Project Support: Internet research, survey creation, interview transcript coding, content ideation
- Communication: Cross-functional collaboration, client-facing writing, deadline-driven production

References -

Ali Rexrode - Head of Marketing at NextRequest - alisonrexrode@gmail.com

Mike Miller - Senior Copywriter at Go Fish Digital - mmmikemill@gmail.com

Sandi Byrd - Head of Scheduling at Chattanooga Imaging - 423-595-2318 (cell phone #)