

Skylar Crawford

Advertiser and Copywriter

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Education - University of North Carolina at Chapel Hill – Hussman School of Journalism and Media spring 2021 graduate (BA in Advertising and Public Relations).

Experience –

Roane State Community College Learning Center · *Tutor and Social Media Assistant* · January 2017 - May 2018 · Oak Ridge, TN

- Tutored students one-on-one in grammar, syntax, writing, editing, and research methodology.
- Voluntarily wrote original posts for the RSCC Learning Center's Facebook page.

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

- Completed lots of general spreadsheet work in Google Sheets and Airtable.
- Brainstormed topic ideas for and both researched and wrote original blog posts on weekly deadlines for the company's official blog.

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

- Wrote link building blogs and authoritative content pieces that included SEO keywords (that I selected myself using the website Ahrefs) on daily deadlines for a wide variety of clients.

Skills -

Writing + Editing –

- 1-2 years of experience writing and editing on behalf of an organization and 1-2 years of experience teaching others how to properly write and edit.
- 3 years of experience adhering to AP style.

- >1 year of experience using Ahrefs to select and utilize the most effective SEO keywords for and within a given piece.

Research –

- 5+ years of experience conducting simple internet research for content (articles, blog posts, infographics, etc.) creation purposes.
- <1 year of experience conducting demographic/marketplace research using tools like surveys I created in Qualtrics and databases like Simmons OneView, analyzing basic social media and survey metrics, and coding interview transcripts.

Original Idea Creation + Implementation –

- 1-2 years of experience both coming up with ideas for original content (on my own or as a member of a team) and seeing those ideas through. Check out my online portfolio at skylarcrawford.journoportfolio.com to see some of my finished products!

Software + Social Media –

- 5+ years of experience using Microsoft Office, Google Workspace, and Adobe Creative Suite software including Word, PowerPoint, Excel, Docs, Slides, and Sheets.
- 1-2 years of experience using social media, specifically Facebook, on behalf of an organization. I am also an ardent user of social media outside of work, and I have many years of personal experience using Instagram, Snapchat, Twitter, TikTok, Reddit, Discord, LinkedIn, YouTube, Twitch, and a handful of other social media platforms.
- 1-2 years of experience using websites like Canva and WordPress to present the information I gather and write in professional, effective, and visually pleasing ways. I also have <1 year of experience using Photoshop and InDesign to accomplish this same goal.

References -

Robin Leib - Learning Center Specialist at Roane State Community College - leibrs@roanestate.edu

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

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