

Shelby Georges

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Work Experience

Freelance Copywriter & Content Creator, August 2018 - Present

- Freelance content creation through contracts and partnerships for digital and print mediums. Met 100% of deadlines set by clients, typically under expedited timelines.
- Travel, lifestyle, and modern wellness niches.
- Projects include:
 - **Social media** - caption writing, creative briefs, campaign writing and proposals, community engagement and management
 - **Website content** - Blogs, product and experience descriptions and details, listicles for e-commerce and affiliate shopping
 - **Copyediting** - editing existing content for grammar, spelling, syntax, word choice, brand voice/messaging, and SEO optimization for digital platforms.
 - **Commissioned creative projects** - prose, poetry, visual assets
 - **SEO Consulting** - Keyword research, link building, reporting
 - **Company documentation** - FAQs, knowledge base articles/how-to guides, job descriptions, internal messaging

Content Assistant, Avoya Travel, March 2023 - Present

- Independently create and publish content for Avoya's website, including full webpages on travel destinations and cruise ships across numerous brands.
- Independently create social media content briefs, captions, comments, polls, and stories, as well as contribute to research and planning for the monthly social media content calendar. Refined travel industry knowledge for Instagram, Facebook, and Twitter.
- Contribute to and edit press releases, industry award submissions, internal and external presentations, print copy, email campaigns, and press kits.
- Independently moderate travel agent biographies and traveler reviews for the Avoya Travel website based on internal guidelines.
- Technical writing for internal knowledge base resources.
- Create comprehensive profiles for agents on travel agent search platforms.
- Expert-level knowledge of SEO best practices, writing alt text, UX/UI principles, and other web navigation and accessibility principles.
- Expert-level understanding of content management systems and generative AI tools.

Education

- **Georgia Southern University**, *Bachelor of Arts in History and Sociology*
 - Conferred May 2018.
 - Summa Cum Laude, University Honors Program graduate.

Creative Experience

- **Shelby Anita Writes** - Personal poetry and prose alongside photography. Sell prints at local vendor fairs and via commission, plus published works through indie blogs and magazines. *Instagram: @ShelbyAnitawrites*
- **routineluxury** - My collection of thoughts, experiments, and attempts for the everygirl. *Instagram: @Routineluxury*

Technical Knowledge

- **Content Management** - ContentBox, WordPress, Hubspot CMS
- **Social Media Management Software** - Trello, HootSuite, Sprout Social
- **Generative AI** - ChatGPT, Jasper
- **Asset Creation Software** - Canva, Procreate, Adobe Creative Suite

Volunteer Experience

- **Year Up Jacksonville** – Professional development support to enhance the hands-on experience of current Year Up students, a nonprofit dedicated to upskilling young adults in high need cities.
- **Operation New Uniform** – Interview prep and resume review for military veterans transitioning to the civilian workforce after discharge or retirement.
- **Georgia (Camden County and Bulloch County) Schools** - In-classroom volunteer for ESL and exceptional needs students.
- **Magnolia Manor** – Senior living activity support, including facilitating games and events, spa days, library organization, and being a listening ear.
- **Saved by Grace Southeast Georgia** – Care package creation for unhoused families.