

# SHANNON HILSON

*PROFESSIONAL COPYWRITER AND BLOGGER | CREATIVE WRITER*

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## OBJECTIVES

- Increase web traffic, build solid brand identities, and optimize search engine visibility for individuals and businesses through the use of compelling creative writing, proven optimization techniques, and innovative storytelling
- Continue to advance in my freelance writing career on a long-term basis

## TYPES OF WRITTEN CONTENT PRODUCED

- Advanced copywriting
- SEO web content
- Web page content
- Blog content (both ongoing and standalone)
- Landing page content
- Brochure content and handbooks
- Product descriptions
- Advertising concepts and taglines
- Press releases
- Restaurant/catering menu copy

## QUALIFICATIONS AND ABILITIES

- Over 18 years of professional freelance writing experience creating content for a wide range of niches, including but not limited to B2B marketing, finance and investing, social media, tech news, artificial intelligence, healthcare and nutrition, arts and culture, style and fashion, small business management, personal development, and relationships
- Award-winning experience in creative writing, poetry writing, and essay writing
- Consistent ability to deliver high-quality, well-branded work and meet deadlines
- Excellent research abilities and attention to detail
- Stellar communication skills and customer care ability

- Solid understanding of multiple industries including finance, the restaurant business, law, healthcare, tech, business management, fashion, and publishing
- High ability to write in a wide variety of voices and styles
- Ability to work under pressure and in adherence to fast turnaround times without compromising quality of work or research
- Cheerful attitude combined with a receptiveness to feedback and genuine passion for professional-level writing
- Supplementary graphic design and illustration experience

## **PROFESSIONAL EXPERIENCE**

### **Freelance Writer, Journalist, and Ghostwriter (2004 – Present)**

Publications in which professional work has been published on either a ghostwritten or credited basis include:

- *The New York Times*
- *Horse and Hound*
- *Monterey County Weekly*
- *The Monterey County Herald*
- *Style and Living Magazine*
- *The Examiner*

I have also ghostwritten a multitude of blog entries, personal essays, articles, and informative pieces for hundreds of different clients across various industries.

### **Freelance Copywriter and Content Ghostwriter (2004 – Present)**

Recognizable brand names for which I've produced ghostwritten web content, informative articles, and/or advertising copy either directly or through an agency include:

- LegalZoom
- PayPal Business
- Google Workspace
- JM&A Group
- Shopify
- Crown Royal
- Lactaid
- Bushnell
- Revlon
- Overstock.com
- Papa John's

- AutoZone
- Orkin
- Bowflex
- BeachBody
- SONCO Safety Marketplace
- Caring.com
- Arcadia Publishing
- Walmart
- Bravo/Brio Restaurant Group

Industries, niches, and business models for which I've brainstormed and written innovative (and ultimately successful) marketing, SEO, or conversion-oriented copy, web content, or blog material include:

- Real estate
- B2B marketing
- Digital marketing
- Finance and investing
- Banking
- Human resources
- Artificial intelligence
- Technology and computing
- Law
- Healthcare
- Veterinary care
- Extermination/pest control
- Agriculture
- Adult education
- Wedding/event planning
- Packaging/shipping
- Nutrition/weight loss
- Construction/contracting
- Spa/fitness
- Restaurant/catering
- Publishing/communications
- Automotive/vehicle maintenance
- Credit management
- Beauty/fashion
- Senior care/assisted living

**Rock Content: Contributing Blogger (2021-Present)**

I'm a bylined contributing blogger for Rock Content's North American blog, specializing in top-tier B2B-focused guides, overviews, and similar resources. Key topics I've covered on multiple occasions include artificial intelligence, B2B content marketing, tech development, freelancing, digital marketing, SEO, and web development.

### **WriterAccess: Content Writer/Copywriter (2019-Present)**

For WriterAccess, I compose professional-level copy, web content, blog posts, social media content, etc. for a wide range of different companies and industries. Example niches include B2B communications, cryptocurrency, finance, business news, personal development, healthcare, automotive, traffic safety, and event planning.

I've also reached the highest possible performance/expertise level with this agency and earned exclusive opportunities to work with the agency's most important clients as a result. I have a perfect performance record and have been featured as a writer of the month multiple times, as well.

### **Stellar Content: Content Writer/Copywriter (2019-Present)**

Through Stellar, I've contributed to hundreds of content production projects and earned rave reviews from multiple regular clients. Key industries I write for often here include B2B marketing, personal finance, fashion, business management, wedding planning, extermination, home improvement, senior healthcare, and site services.

I'm also part of the agency's internal content production team and have contributed numerous articles, marketing guides, and other resources in support of Stellar and its service catalog. I've reached the highest possible performance level here, as well, with a perfect performance record and an enduring reputation for excellence.

## **ACADEMIC BACKGROUND**

- High school diploma from Monterey High School (1994)
- Associate of Creative Arts and English from Monterey Peninsula College (1996)

## **ADDITIONAL NON-PROFESSIONAL CREATIVE EXPERIENCE**

- A long-running personal blog on the topics of writing, freelancing, and digital marketing
- Multiple full-length novel manuscripts, poems, and short stories
- Web content, graphic design, and digital marketing assistance for friends, family members, and colleagues
- Varied contributions to citizen journalism efforts and local writing projects
- Popular blogs on Medium and Quora (with multiple viral articles on each)
- Influencer status reached and maintained on both Facebook and Instagram