

# Bree Sharp

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## Professional Summary

Creative writer with 10+ years of experience producing content across a variety of fields for digital platforms. Passionate about using storytelling to empower readers in improving their health, wellness, and daily lives. Specialized in topics such as holistic health, herbal medicine, nutrition, meditation, and self-care.

## Professional Experience

### Freelance Copywriter / Website Designer | Remote | 2023 - 2024

- Designed and built custom websites using platforms including WordPress, Square, and Elementor.
- Wrote SEO-optimized copy for writers and digital creators to help them effectively communicate their personal brand and services.
- Strategically structured content to improve visibility in search engines for niche services and specific geographic locations.
- Worked closely with clients to align tone, style, and functionality with their goals and target audiences.

### CEO | Lady G's Artisan Marketplace | Erie, PA (Hybrid Remote) | 2022

- Led the development and execution of a grassroots marketing strategy for a local artisan marketplace.
- Created and managed content for Instagram, Facebook, and coordinated advertising with local newspapers and radio stations.
- Increased brand awareness by 15% month-over-month over a three-month span.
- Wrote compelling social media copy and utilized photography skills to produce high-quality promotional visuals of the physical location.

### Staff Writer | Lit Politics | Remote | 2018

- Researched and wrote articles exploring the intersection of literature and political discourse.
- Contributed insightful commentary pieces tailored to a progressive readership.
- Collaborated with editorial staff to ensure clarity, accuracy, and alignment with the publication's voice and mission.

### Owner / Editor | ManyWordsOneVoice | Remote | Jan 2018 - Jan 2020

- Managed all aspects of content creation, editing, and publishing for a health and wellness blog.
- Wrote and edited articles focused on holistic health, herbal remedies, nutrition, and self-care.
- Oversaw content strategy and utilized CMS software including WordPress to maintain and optimize site functionality.
- Applied SEO best practices to boost search visibility; achieved first-page Google rankings for targeted

multi-word search terms related to health and wellness.

## Education

### **Associate of Science in Business Management | University of the People | Remote | Expected Jan 2027**

- Currently enrolled in a business-focused program emphasizing leadership, entrepreneurship, and digital strategy.

### **Creative Writing Program | Institute of Children's Literature | Remote | 2010 - 2011**

- Completed a structured writing course focused on fiction and nonfiction storytelling for children and young adults.

## Certifications

- Digital Marketing Certification | HubSpot | 2017
- Content Marketing Certification | HubSpot | Jan 2018
- Email Marketing Certification | HubSpot | Jan 2018
- Inbound Marketing Certification | HubSpot | Jan 2018
- Crystal Healing Certification
- Chakra Healing Certification

## Publications & Projects

- Published guest articles on Finding Cooper's Voice (twice), contributing personal and wellness-centered writing to a wide readership.
- Designed and launched multiple client websites featuring SEO-focused copywriting and strategic brand messaging.

## Skills

- Content Writing & Editing
- SEO Strategy & Keyword Research
- WordPress, Elementor, Square
- Social Media Marketing (Instagram, Facebook)
- Email Marketing & Copywriting
- CMS & Website Management
- Brand Storytelling
- Holistic Health Writing
- Photography for Marketing
- Client Collaboration & Communication