

# SHANICE G. RICHARDSON

CONTENT WRITER

## GET TO KNOW ME

I am an experienced content writer with a passion for creativity, problem-solving, and a proven track record of producing effective copy.

## MY SPECIALIZATION

Advertising and Marketing  
Content Writing  
Copywriting/Digital  
SEO  
Websites  
Blogs  
Google Ads  
TV and Radio  
Google My Business  
Promotions

## WORK WITH ME!

Mobile: 954-696-8914  
Email: shanicegrichardson@gmail.com  
Portfolio: www.shanicegrichardson.com  
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## SKILLS AND ABILITIES

Proofing and Editing  
Fact-Checking  
Communication  
Creative Thinking  
Google Adwords  
Google Analytics  
Attention to Detail  
MailChimp  
Microsoft Office  
iWork

## EDUCATION BACKGROUND

### UNIVERSITY OF FLORIDA

Bachelor of Science in Telecommunication | 2010-2014

## WORK EXPERIENCE

### FREELANCE CONTENT WRITER

#### THE FEMTOURAGE | JUN 2019 - CURRENT

- Developed, wrote, and published weekly blog on trending topics in travel and entrepreneurship to increase web traffic while utilizing SEO.
- Effectively captured the tone of voice (The Femtourage) and used it consistently across all marketing mediums.
- Established message, theme, style and tone for email content.
- Crafted messaging, created graphics and compiled content for recurring email communications using Canva and MailChimp.
- Edited and checked for errors in all written material.

### CONTENT + COPYWRITER

#### MJS ADVERTISING | FEB 2018 - SEPT 2019

- Wrote and proofread TV and Radio scripts to ensure error-free and legal content.
- Led creative content for website, blogs, emails, and Google Ads.
- Utilized search engine optimization techniques, and edited and revised content as needed by clients.
- Partnered with in-house graphic designers and studio to produce marketing material for new client acquisition and retention.
- Wrote, researched, and scheduled original content for dealerships' blog posts three times a week.
- Wrote vehicle description pages for new model-year vehicles.
- Developed the creative voice for automotive brands like Toyota, Lexus, and Chevrolet across multiple mediums.
- Stayed current with copywriting best practices.
- Used Google Analytics to monitor site traffic, most popular pages, keyword searches, etc.

### ACCOUNT EXECUTIVE & COPYWRITER

#### NEW RIVER COMMUNICATION | APR 2017 - FEB 2018

- Crafted multi-channel social media campaign that matched direct mail creative.
- Participated in client meetings and worked with creative briefs.
- Managed four non-profit accounts with donation funds grossing over \$3M annually.
- Established relationships with production managers and saved client money on promotional gifts, inserts and mail pieces.
- Partnered with sales teams from other vendors.
- Reviewed results and implemented new monthly strategies for all clients.