

Chandler Sullivan

Writing Enthusiast

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SUMMARY

Senior Content Specialist with a psychology background and a data-driven eye, grounded in human connection. Six-plus years turning complex ideas into clear, engaging content that aligns with brand goals and user intent.

SKILLS

Content Strategy • Copywriting & Editing • Basic SEO & Research • Content Marketing • Client Management • Basic Web & Graphic Design

EXPERIENCE

Senior Content Specialist | SocialSurge Marketing Sept 2022 – Present
Promoted from Content Specialist, Sept 2024

- Lead content strategy across a diverse portfolio of client industries
- Own copywriting, SEO research, and day-to-day client management
- Support projects with basic web design as needed

Freelance Copywriter | Self-Employed Aug 2020 – Present

- Copywriting, creative writing, content creation, and editing for a range of clients and one-off projects
- SEO research to support content strategy and organic visibility
- Write and format blog posts and web pages, with keen proofreading
- Basic web and graphic design support alongside written content

Contract Copywriter | Marine Credit Union Aug 2021 – Sept 2025

- Researched and wrote SEO-driven content across multiple website pages
- Created blog posts and landing page content to support marketing goals

Contract Junior Copywriter | Ace Hardware Corporation Jul 2022 – Oct 2022

- Crafted copy for upcoming social media posts and editorial content
- Partnered with the Head Copywriter to learn and apply copywriting best practices
- Supported e-commerce writing projects

EDUCATION

Bachelor of Science, Psychology — Minor in Professional Writing
University of Wisconsin–La Crosse · 2016 – 2020

CERTIFICATIONS

- Content Marketing — HubSpot Academy
- SEO — HubSpot Academy
- Introduction to Generative AI — Google
- Introduction to Responsible AI — Google