

Abigail Arnold

Content Writer

Oakland Park, FL 33309

aarnold@alumni.pitt.edu

(814)-673-8627

About Me

I've spent my life as a storyteller. Now I would like to tell yours. During my ten-year career, I've had the pleasure of writing digital content for a range of small businesses and brands. My first full-time role was at a tourism company writing blog, social media content, and website copy. Later, I made my bones at a marketing agency where I was responsible for branding, strategy, and content creation. Part of what I enjoy about writing is creating a connective brand voice for products, companies, and places. It's in this that I feel I can offer my creative best.

Work Experience

Content Strategist

Chauvet Lighting - Sunrise, FL -October 2019 to Present

- Wrote SEO-rich digital content for
 - E-blasts
 - Press releases
 - Magazine articles
 - Blogging
 - Social media
 - Websites
- Wrote print content for
 - Print ads
 - Trade show signs
- Created action plan based on analytics/metrics
- Great attention to detail for proofreading
- Researched industry content
- Developed content strategy
- Developed brand voice

Copywriter

Tambourine - Fort Lauderdale, FL - September 2018 to September 2019

- Created content including
 - Wrote and managed over fifty social media channels
 - Generated SEO-friendly website copy
 - Wrote for social ads
 - Wrote brand-specific content for multiple blogs.
- Developed content strategy
- Created distinct brand identities/voices
- Implemented SEO strategy
- Stellar image & UGC sourcing skills

Creative Content Manager

Southern Journeys, LLC - Metairie, LA - August 2014 to July 2018

- Wrote and managed social media
- Generated SEO-friendly website copy
- Researched specialized travel topics
- Wrote weekly blogs
- Developed content strategy for the brand
- Created distinct brand identity
- Became a self-starting travel writer

Freelance Projects, Temporary Contracts, & Internships

Social Media Content Writer/Blogger (Freelance)

Alpha Protection, LLC - Metairie, LA - February 2016 to July 2017

- Researched specialized security topics
- Wrote and managed company blog
- Generated SEO-friendly website copy
- Wrote and managed social media content
- Developed image curation skills

Editor/Proofreader (Temporary)

University of New Orleans - New Orleans, LA - August 2015 to May 2017

- Collaborated on editing process to ensure clarity and function.
- Trustworthy attention to detail and proofreading
- Selected strategic based on brand aesthetic.

Copywriter/Community Outreach Coordinator (Contract)

AmeriCorps - Morgantown, WV - August 2013 to August 2014

- Successfully wrote a need-based United Way grant
- Wrote for social media
- Wrote press releases

Editor/Proofreader (Internship)

University of Pittsburgh - Bradford, PA - January 2013 to May 2013

- Edited long-form prose
- Proofreading
- Completed extensive historical research
- Spearheaded bibliographical creation/citations

Content Writer (Internship)

University of Pittsburgh - Bradford, PA - August 2012 to March 2013

- Writing duties included
 - Daily press releases
 - Feature articles

- Blogs
- Social media
- interviews

Education

Master of Fine Arts in Creative Writing

University of New Orleans - New Orleans, LA - May 2017

Bachelor of Arts in Human Relations

University of Pittsburgh - Bradford, PA - April 2013

Skills

Creative Writing	Branding	Microsoft Office/Excel
Blogging	Content Strategy	Sprout/HootSuite
Editing	Content Creation	Google Analytics
Proofreading	Content Research	Photoshop
Image Sourcing	Digital Content Creation	InDesign/PhotoShop
UGC Sourcing	Social Media	SEO Strategy
Storytelling	Management	
	Website Copywriting	

Portfolio Samples