

# Calvin Watson

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## EDUCATION

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**Brigham Young University** Dec 2021  
Bachelor of Science/Arts: Communication Studies Provo, UT  
Minor in Editing  
▪ GPA 3.47

## EXPERIENCE

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**Innovation Exchange, Inc.** Oct 2019–Present  
*Freelance Technical Writer* Pleasant Grove, UT

- Wrote 45 articles at a rate of \$0.07 per word.
- Edited hundreds of other writers' articles for both content and SEO performance, boosting their keyword performance on Google.
- Crafted high-performing blog posts between 600 and 6000 words long.
- Designed and published over 200 posts for Facebook, Instagram, Instagram Stories, Twitter, LinkedIn, and Pinterest.

**The Listening Ear Project** August 2020–February 2021  
*Copywriter* Provo, UT

- Took charge in editing and rewrites for 60 social media captions for Katie Cheesman's TLEP.
- Contributed to company performance by editing and organizing 5 department email lists.
- Crafted 4 documents with minimal supervision. Earned supervisor's full confidence after she had a difficult experience with her last copywriter.

**Leading Edge Magazine** July 2019–December 2020  
*Social Media Director* Provo, UT

- Published over 85 posts across multiple social media sites (after years of inactivity).
- Wrote 8 articles for the magazine's blog site, [leadingedgemagazine.com](http://leadingedgemagazine.com).
- Edited and organized 8 additional blog posts from other team members.
- Represented the magazine at the "Life, the Universe, and Everything" symposium.

## VOLUNTEER EXPERIENCE

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**The Church of Jesus Christ of Latter-day Saints** Aug 2015-Aug 2017  
*Missionary* Montréal, Québec

- Took the lead in directing 3 teams of missionaries as district leader.
- Gave hundreds of hours of volunteer service in the form of physical labor.
- Gave 2 years in discussing and motivating higher spirituality and fulfillment with strangers.
- Developed French skills from intermediate to professional.

## SKILLS & ACHIEVEMENTS

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- Training in Facebook, Instagram, Twitter, Pinterest, and general SEO performance
- Able to write 4000 words per day
- COMMS 238 (Introduction to Social Media)
- ELANG 350
- DIGHT 230
- Proficient with Canva
- Self-published book on Kindle ([Attorney at War](#))
- Personal blog: [ch-watson.com](http://ch-watson.com)
- French, semi-professional
- Wrote *Secret of the Hero*, Leading Edge Magazine, Issue 76 (Winter 2020)