

# Kristen W. Cherry

## Writer / Editor

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### Senior Level Copywriter

#### EXPERIENCE

##### **9/22 - present: Brand Writer, Awana International**

Awana is a Christian nonprofit, and my role with them has been as a full-time, remote-first writer on the Marketing and Brand Teams. Regular responsibilities include: strategizing, defining, writing and proofreading for brand voice and identity; writing emails for marketing, donor acquisition and retention, customer onboarding, and live event campaigns; crafting web page copy; video scripting/storyboarding; digital and print marketing copy; brand guides; and customer-facing resources.

##### **11/21 - 7/22: Copywriter/Editor, HCA**

Contracted, remote position where I worked 30-40 hours/week editing and writing copy for healthcare provider pages. Focus was on ensuring adherence to brand standards and integration of SEO practices as the company moved to a new content platform and acquired additional healthcare facilities.

**10/20-9/21: Writer 2, Ramsey Solutions** At Ramsey, I began as a contractor and transitioned to full-time employment writing and ideating short-form content, paid social and search ads, blog articles, webpage copy, B2C emails. I also participated in strategy around product launch, user experience and conversion rate optimization.

##### **11/18 - 12/2021: Freelance writer**

As a freelancer I worked for businesses including marketing groups and mental health experts to help launch websites, create and refine online and print assets, market products, proofread others' copy and execute marketing and fundraising campaigns.

#### **Volunteer Writing:**

Pro bono content/website writing for AllyU not-for-profit; article writing for Tennessee Sierra Club; 2017 contributor to Nashville City Moms Blog; contributor to Her View From Home

#### **Prior Experience**

- ❖ 2008-2017, high school counselor, Williamson County Schools, Tennessee
- ❖ Writer/storyteller with "That Time of the Month" and Tenx9 storytelling in Nashville
- ❖ Radio commercial writing/production
- ❖ High school Language Arts teacher

## ADDITIONAL SKILLS

- ❖ Juggling multiple projects and meeting deadlines
- ❖ Marketing and brand strategy
- ❖ Narrative writing
- ❖ SEO
- ❖ Teaching/public speaking/presenting
- ❖ Performing arts: I am a lifelong musician with experience in vocal and instrumental performance, choir, recording and musical theater. *Why does that matter?* It's a reflection of my creative bend and ability to put myself out there.

## EDUCATION

M.Ed., Middle Tennessee State University, December 2008

B.S. Ed., Southeast Missouri State University, December 2003

High School diploma, Mt. Vernon Twp. High School, Mt. Vernon, IL, May 1999

## REFERENCES

Available upon request