

Kristen W. Cherry

Writer / Editor

<https://kristenlwc.journoportfolio.com>

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Position Desired: Brand and Marketing Copywriter

EXPERIENCE

9/22 - present: Brand Writer, Awana International

Awana is an international Christian nonprofit, and my role with them has been as a full-time, remote-first writer for the Marketing, Brand, and Global/Donor 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; writing audience-facing impact stories based on narratives received from our global missionaries; crafting SEO-friendly 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 the HCA brand was represented well and accurately and integrating SEO 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 (product is still on the market and performing well), 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; 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, 3 years

ADDITIONAL SKILLS

- ❖ Marketing, brand, and donor strategy
- ❖ Script writing and storyboarding
- ❖ Cross-cultural collaboration
- ❖ Teaching/public speaking/presenting
- ❖ I have a multitude of hobbies, a great memory and am a fast learner; whatever I don’t know *yet* about your organization/industry, I will learn and apply it quickly.

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