

Kristen W. Cherry

Writer / Editor

kristenlwc@gmail.com

618 . 889. 1773

<https://kristenlwc.journoportfolio.com>

Position: Content/Copywriter

EXPERIENCE

11/21-current: Copywriter/Editor, HCA

This is a contracted position where I work remotely 30-40 hours/week editing and writing copy for healthcare provider web pages. I was originally brought in as a writer, but was quickly added to the editing team, and now I do both, depending on the immediate need. Focus is on ensuring adherence to brand standards and integration of SEO practices as the company moves to a new content platform and acquires additional healthcare facilities.

10/20-9/21: Writer 2, Ramsey Solutions Writing and ideating short-form content, paid social and search ads, blog updates, landing pages, B2C emails for new product rollout, customer experience, and conversion rate optimization

9/2021-12/2021: Content writer, Zencare Researching and writing blog articles to help users make a plan for finding mental health care in their location

11/18-10/21: Writer/Editor, The Resonate Group

Web page/landing page copy, eResource marketing summaries, long-form booklet copy, email campaign structure and copy, proofreading, blog articles, use of AP Style Guide and Chicago Manual

4/19-8/20: Writer, Web Rocket Media

Blog articles, eBooks, press releases for digital marketing clients in real estate, finance, mental health, wellness, legal services, e-commerce, PR, and more

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

- 2017 contributor to Nashville City Moms Blog
- 2008-2017, high school counselor, Williamson County Schools, Tennessee
- Writer/storyteller with That Time of the Month and Tenx9 storytelling in Nashville
- 2006, Radio commercial writing/production
- 2004-2006, High school Language Arts teacher
- Undergraduate English major, Bachelor's in Secondary Education (Language Arts)

SKILLS

- Blog articles, web research, paid ad and search, email marketing copy, web page copy, press releases, white papers
- SEO
- Conversion Rate Optimization
- Paid experience writing about: Mental health, personal finance, branding, running nonprofits, construction, hospitality, addiction, real estate, mortgages, PR, missions, health & wellness
- Juggling multiple projects and meeting deadlines.
- Professional collaboration
- Teaching, creating curriculum, public speaking and presenting
- Marketing strategy
- Narrative writing
- Editing/proofreading

EDUCATION

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

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

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

REFERENCES

Mrs. Marna Craig, former colleague and department chair (9 years): (615)319-9998

Ms. Jennifer Florio, direct supervisor at Ramsey Solutions (1 year): (615)509-9927
jennifer.florio@ramseysolutions.com

Mr. Kerry Bural, President and CEO, The Resonate Group (3 years): (615)579-7552