

# SAMANTHA SLANKARD

## CONTENT CREATOR & COPYWRITER



SamanthaSlankard.com



Orlando, FL



Hello@SamanthaSlankard.com

### → ABOUT ME

Enthusiastic go-getter with a love for life and passion for helping brands reach their target audience, gain exposure and grow their business.

### → EDUCATION

Bachelor of Arts in  
**Advertising and Public Relations**  
Minor in  
**Writing and Rhetoric**  
University of Central Florida  
2014-2018

### → SKILLS

- Copywriting
- Storytelling
- Social Media & Strategy
- SEO
- Keyword Research
- Blogging
- Proofreading
- Email Marketing
- Research & Analysis
- Ads

### → PROGRAMS

- Google Analytics
- Google Search Console
- Moz
- Buffer
- Canva
- MailChimp
- Facebook Business Manager
- Microsoft Office
- WordPress (minor)
- Wix
- SquareSpace

### → EXPERIENCE

#### **Content Creative & Social Media Strategist**

*South Street & Co. | October 2018 - September 2020*

- Managed keyword research, blog writing, page optimization and SEO for ~14 clients monthly
- Produced and monitored Facebook ads and social posts for ~8 clients monthly
- Created content and assisted with design for email blasts for ~5 clients monthly
- Named 'Social Chair' in response to my mission to improve company culture by planning out-of-office outings
- Edited all blogs from coworkers and published on company website weekly
- Updated reports monthly to showcase new results
- Hosted and presented SEO workshop
- Wrote website content for clients in need of service
- Collaborated with creative team to find solutions if content wasn't ranking

#### **Freelance Copywriter**

*Evok Advertising | August - September 2018*

- Crafted diverse blog posts targeted to contrary clients
- Proofread and edited blog posts, agency documents and new business materials
- Developed copy for full-page flyer ad

#### **Copywriter Intern**

*Appleton Creative | January - April 2018*

- Developed social media strategies and created content across various mediums
- Crafted and executed social media campaign for client in need of creative direction and presented materials
- Resourced new blog concepts and produced blog posts for website

#### **Project Manager Intern & Freelance**

*St. John & Partners Advertising | January - April 2018*

- Worked with account planning and media to develop key insights in emerging market and industry trends
- Assisted with research on the agency's new business efforts
- Orchestrated, customized and organized online digital library to store ongoing client production

#### **Corporate Trainer**

*Tijuana Flats | May 2013 - October 2018*

- Utilized respectful and approachable communication skills while training new employees to practice an efficient work ethic
- Adapted time management and organization skills by learning to constantly adapt to fulfilling provisional obligations