

Eileen Graham

ABOUT

DYNAMIC COPYWRITER EXPERIENCED IN WRITING FOR TECHNICAL, CORPORATE, NEWS AND BLOG AUDIENCES. COMPREHENSIVE BRANDING PERSPECTIVE DUE TO DESIGN BACKGROUND. FAMILIAR WITH AP STYLE.

Skills

newsletter development
public relations
graphic design
copywriting
online marketing
advertising copy
desktop publishing
press releases
MAC OSX & iOS
Adobe Creative Suite
social media
proofreading
Adobe Lightroom
Microsoft Office
AP Style

Education

James Madison University '09
B.A. in Media Arts & Design: Journalism
Music Industry
Semester in London program
Dean's List 2007, 2009

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Experience

MULTIMEDIA SPECIALIST

Eileen Graham Music

2001 - PRESENT

- Design targeted promotional materials including website, social media content, posters and ad campaigns, as well as complete album design with consistent branding for CD releases
- Write engaging content for fans on Twitter, Facebook, ReverbNation, Tumblr and self-hosted Wordpress website

SOCIAL MEDIA STRATEGIST

Prince William County Parks & Recreation Department

MARCH 2012 - JULY 2014

- Wrote press releases, targeted newsletters, and action-oriented ad sales copy for twelve different recreation facilities and department
- Doubled Facebook social following to more than 5,100 fans for Parks & Recreation page for multi-million dollar county industry with engaging content
- Designed digital ads and bi-weekly e-mail campaigns with an average open/click-through rate of 29.08%, well above industry average of 13%
- Initiated traffic-drawing website content changes and informational organization for direct public consumption

TECH BLOGGER

Manassaspatch.com (AOL)

JULY 2011 - JAN. 2012

- Weekly columnist for local online news source, creating dialogue on social effects of technology
- Consistently authored site's most popular posts

STAFF WRITER

Randall Publishing Corporation (Observer Newspapers)

JULY 2010 - FEB. 2011

- Youngest reporter at Observer Newspapers to land a cover story
- Covered the school circuit and produced local photo stories for twice-monthly community paper

MANAGING EDITOR

SouthMainOnline.com

JANUARY - MAY 2009

- Pitched and coordinated articles ideas and coached 20 student writers for online feature magazine, responsible for increased article submissions
- Managed monthly calendar, updated CMS website, produced headlines

TECHNICAL EDITORIAL INTERN

SAIC (Science Applications International Corporation)

JULY 2008 - MAY 2009

- Proofread and copyedited proposals for government research and United States Marine Corps manuals to better reach target audience
- Provided administrative support assisting quality assurance supervisor