



## 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

**615-917-7825**

**EILEENGRAHAMMUSIC@GMAIL.COM**

**2348 COOPER TERRACE  
NASHVILLE, TN 37216**

## 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