



SHAILYNN KROW

∞ FREELANCE WORDSMITH ∞

Copywriting • Copyediting • Web Content • Sales Writing • Editing/Proofreading
Legal Writing • SEO Writing and Internet Marketing • Blogging • Resume Writing
Academic Research and Writing • Press Releases • Content Management • Creative Writing
Data Entry • Medical Transcription • Interview/Audio Transcription • Social Media Marketing

EXPERIENCE

Black Fin • Legal Blog Writer • 2015 to Present

Duties: Creating legal blogs and articles for various law firms, including criminal defense, personal injury, family law, bankruptcy, tax law, federal crimes, etc.

Express Writers • Copywriter • 2011 to 2018

Duties: Worked on various copywriting projects including articles, audio transcription, SEO, landing pages, squeeze pages, blogs and resumes. Covered topic areas included, but were not limited to: science, real estate, investing, health/beauty and family.

Mint Copy • Copywriter • 2014 to Present

Duties: Creating blogs and articles for various clientele, including home improvement, dermatology, medical, auto repair, finance, language arts, insurance.

Textbroker • Writer • 2010 to 2016

Duties: Creating high-quality blogs, medical transcription, audio transcription, articles, press releases and eBooks on various topics including home improvement, marketing and finance.

Revuezzle • Content Manager and Senior Editor • 2013 to 2016

Duties: Researching and writing in-depth, high-quality reviews for consumer products. Tasks include interviewing merchants, performing transcription, testing products, photography, etc. As the senior editor, I am also responsible for proofing/editing all content from other writers and I manage the content calendar for the entire site.

Real Legal Marketing • Legal Writer and Blogger • 2014 to 2015

Duties: Writing website content, articles and blogs for various law firms specializing in bankruptcy, real estate, personal injury and criminal law.

Hart & David Law • Legal Writer/Blogger • 2014 to 2015

Duties: Head copywriter handling all blogs, articles, white papers, research documents, website content and press releases for this full-service law firm.

Crest Media, Inc. • Copywriter • 2014 to 2016

Duties: Creating website content and weekly blogs for various clients in industries ranging from manufacturing to industrial to real estate to financial and insurance.

Health Cracker • Writer • 2014 to 2015

Duties: Creating high-quality fitness and health-related blog posts based on medical research, trending news and medical journals.

Demand Media • Writer • 2010 to 2015

Duties: Composed high-quality articles in topic areas including fitness/health, family, parenting, business, finance, real estate, careers and human resources.

Novowriting • Copywriter • 2012 to 2015

Duties: Composing high-quality articles on finance, business management, credit cards, identity theft and housewares.

BackyardToyCo.com • Blogger • 2013 to 2013

Duties: Creating high-quality, weekly blogs for a family-oriented global toy company.

HipSeat.ca • Copywriter • 2013 to 2015

Duties: Created high-quality web content and sales pages. Currently creating weekly blog posts on parenting and family-related topics.

Lifeline Intervention • Content Writer • 2010 to 2013

Duties: Created over 100 content pages regarding substance abuse and its impact on relationship developments. Created articles for couples, family members and friends of drug abusers on how to assist their loved on in recovery and cope with substance abuse problems.

InternEdge • Content Writer • 2009 to 2013

Duties: Composing newsletters, articles, and studies regarding new recruitment techniques for large corporations and general human resources publications.

Truly Weddings • Website Copywriter and Content Producer • 2009 to 2012

Duties: Composed in-depth articles and guides for newly wed couples and those planning their wedding.

Neville Peterson • 2010 to 2010

Duties: Composed articles, proposals and how-to guides for new parents with emphasis on preserving their pre-child relationships.

Weddings.com • Copywriter • 2012 to 2012

Duties: Created website copy for engaged couples on how to plan their wedding and create a long-lasting, strong marriage relationship.

EDUCATION

Bachelors of Arts, Psychology, Arizona State University (in Progress)

Associates of Pastry Arts, International Culinary Institute of America

PERSONAL ACHIEVEMENTS

Created a 20-page research article on married life after children (2012, Sex and Parenthood)

Participated in a research study focusing on adult relationships based on childhood experiences (2009, UCLA)

Created a 150-page eBook on How to Optimize Job Postings for Generation “Y” Applicants (2011, InternEdge)

Created a 100-page Kindle book for beginner couponers, titled *“How to Coupon: One Cheap Utah Chick’s Guide to Getting Started”*

Created a 60-page Kindle book titled *“What I Wish I Knew Before Couponing”*

Created a 15-page eBook *“Branding: Making Your Company the Employer of Choice”* (2010)

Operating my own frugal living website with over 5,000 page views monthly (as of 9/2014) called
www.OneCheapUtahChick.com