

KATELYN WIERSMA

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Summary

Multi-talented Content Writer and Editor with a BA degree skilled in research, writing and editing wide range of content. Comfortable working with little oversight to write interesting, clean and clear copy. Skilled in content management systems, online content publishing software, and SEO.

Skills

- Consistent brand messaging
- Content marketing
- Proofreading
- Deadline management
- SEO experience
- Expertise in travel content creation
- Marketing communications
- Copywriting, editing, and review
- Organization
- MS Office

Experience

- Copywriter & Editor** June 2022 to Current
Mighty Scribes – Austin, TX
Skillfully craft compelling articles, press releases, and landing pages; ensure that all written materials resonate with target readers; meet with clients to refine content strategy for maximum impact.
- Lead Content Writer** May 2019 to June 2022
InnSight Hotel Management – San Francisco, CA
Create compelling content for hotel websites to showcase the client's brand through text; manage client on-boarding; research attractions and destinations that will drive traffic to hotel properties.
- Developmental Editor** Mar 2020 to Current
Expert Editor – Los Angeles, CA
Freelance edit academic dissertations and fiction and non-fiction book-length manuscripts; correct grammar and spelling; consider structure and pacing from a "big picture" perspective.
- Copywriter** May 2019 to Mar 2020
Worldwide Navigators – Loveland, CO
Remotely research both popular and off-the-beaten-path travel destinations; write day-to-day travel itineraries and articles; utilize company-related SEO keywords.
- Travel Writer and Researcher** Mar 2019 to Mar 2020
International Medical Relief – Loveland, CO
Research, plan, and coordinate medical mission trips to provide short-term volunteer opportunities abroad for medical professionals; develop international itineraries; make arrangements for volunteers' arrival including transportation, lodging, and clinic logistics.

Education and Training

Bachelor of Arts, Major in Psychology, Minor in Sociology

May 2019

University of Saskatchewan – Saskatoon, SK (Canada)

Average of upper-year courses is 91%; recognized on the Dean's Honors List for being in the 95th percentile of top achieving students in the College of Arts and Science; received numerous scholarships and awards including full tuition.

Study Abroad

Jan 2018

University of Newcastle – Newcastle, NSW (Australia)

Study Abroad

Jan 2019

University of Birmingham – Birmingham, West Midlands (United Kingdom)