

Tiffany King

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EDUCATION

BACHELOR OF ARTS - ENGLISH LITERATURE | PORTLAND STATE UNIVERSITY | 2007

· Minor: Professional Writing – 2007

EXPERIENCE

SENIOR COPYWRITER & MANAGING EDITOR - MARKETING COMMUNICATIONS/EBOOK PUBLICATIONS | SEACHANGE PUBLISHING GROUP, LLC | FEBRUARY 2018 – PRESENT

Creation and management of writing and marketing projects including production of books/eBooks, articles, and general marketing communications including social media awareness campaigns. Management of editorial team and all aspects of book production for Seachange Publishing Group, LLC and EmpowermentPublishing.com including, website design, content creation, copy editing, organization, research, formatting, cover art and graphic layout, publishing across numerous digital platforms, as well as working with outside vendors for file conversions. Empowerment Publishing library instrumental in launching successful partnership with Thrive Market. Creating original marketing content as required; landing pages, blog posts, social media campaigns, infographics, web pages, slide shows, video scripts and other copy. Conducting research and coordinating with editorial as required to produce agreed deliverables and meeting project schedules.

MARKETING CONTENT WRITER | SEACHANGE PUBLISHING GROUP, LLC | NOVEMBER 2017 – FEBRUARY 2018 PROMOTED

Responsible for collaborating with the VP of Marketing and others as needed to develop and create marketing content for all digital channels including consumer focused website copy, landing pages, company websites, corporate messaging and correspondence, press releases, online communication, as well as email marketing campaigns to subscribers across the company's portfolio of websites and email activities.

ENGLISH COMPOSITION INSTRUCTOR I/II - TEMPORARY | NORTHWEST CAREER COLLEGE | JUNE 2017 – OCTOBER 2017

Teaching position that involves administration of an English Composition class for paralegal and criminal justice degree programs. In-person as well as online instruction and one-on-one English tutoring. Job duties: Developing lesson plans and classroom activities. Teaching grammar basics: punctuation, sentence structure, subject-verb agreement, research procedures, sourcing criteria, assignment grading, and quiz and test administration.

MARKETING COPYWRITER & SOCIAL MEDIA MANAGER | AMERICAN KIOSK MANAGEMENT | CONTRACT

Creation of high quality marketing copy for national brands such as, Proactiv®, Revlon, HessToyTruck.com, Vivint, SolarCity, Stride Rite, Shark Daymond John, and more. Created all content for AMK's website upgrade and provided content direction. Job duties: writing clear, creative copy for print, digital, social and interactive projects. Creation of strategies and conducting brainstorming sessions for marketing direction. Adherence to brand voice and style guidelines. Execution of social media management for Proactiv® MD, along with print, website copy, email, signage, etc. Also included the copy editing and refinement of existing messaging.

CONTENT CONTRIBUTOR | HERB.CO | MARCH 2017 – PRESENT

As their sole Las Vegas contributor, I write viral, cannabis news and cultural content containing SEO keywords/phrases. Job duties include: consistent article creation and sponsored content industry research, development of strong headlines, and trend hunting. Duties also include conducting interviews with local industry leaders and pitching story ideas. Submission of content for web publishing using CoSchedule and Wordpress platforms.

CREATIVE CONTENT WRITER | GETNUGG.COM | DECEMBER 2017 – OCTOBER 2017

Writing high quality articles that support the use and accessibility of medical marijuana for patients in need. Job duties: writing and researching informed articles. Gathering information based on current laws and statutes. Submitting high quality SEO keyword articles for online publication.

PRESS RELEASE MANAGER | DIET DOC | JULY 2016 – DECEMBER 2017

Creation of published, high-ranking press releases for Google news. Job duties: researching Google trends, writing content, incorporating SEO keywords and terms and researching supporting information from respected sources. Submission of all press releases for distribution. Also includes creation of webpage content, emails and newsletter campaigns.

COPY EDITOR/CONTENT WRITER | PULSE NEVADA MAGAZINE – PERIWINKLE MEDIA GROUP | NOVEMBER 2015 – RECURRING

Copy editing articles, writing emails, newsletters and press releases. Job duties: copy editing for grammar, punctuation, AP style, sentence structure, clarity, proper formatting and preparing all documents for print within deadlines.

OWNER | TIFFANY'S EDITS COPYWRITING & EDITING SERVICES | SEPTEMBER 2015 - PRESENT

Freelance copy editing and copy writing. Job duties: editing and writing content for corporations, publications, entrepreneurs, bloggers, new authors, and online marketers. Projects include: website content, articles, blog posts, eBooks, and press releases, as well as marketing and sales copy.

LEASE WRITER | AMERICAN HOMES 4 RENT | JULY 2014 – DECEMBER 2015

Drafting, formatting, revising and editing leases for rental properties. Job duties: gathering key information from leasing agents and property managers to create leases, tenant qualifier abstracts, and making revisions. Qualifications needed: strong computer skills/speed, excellent writing/editing skills, attention to detail and strong communication skills.

SKILLS & ABILITIES

HIGHLY RATED COPY EDITOR

SKILLED AND CONCISE COPYWRITER

HIGH CLIENT RETENTION

EXCELLENT CLIENT REVIEWS AND A LARGE PORTFOLIO