

# ALEXANDRA BEANE

professional writer, link builder & content marketer

## PROFESSIONAL SKILLS

Professional writing  
Creative writing  
News writing  
Web content development  
Nonprofits  
B2B and B2C blogging  
Press releases  
Social media management  
Link building & outreach  
Content marketing  
Researching  
Product reviews  
Editorial calendars  
Online business listings

## PERSONAL SKILLS

Creative spirit  
Reliable and professional  
Organized  
Time management  
Team player  
Fast learner  
Motivated  
Project management  
Versatile

## CONTACT

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B: www.bewellfromwithin.com

## EDUCATION

BACHELOR OF ARTS,  
PROFESSIONAL WRITING  
MINOR IN CREATIVE WRITING  
Metropolitan State University, 2011

## ABOUT

I am a writer and content marketer seeking opportunities in the field of writing, social media, and content marketing, where I can apply my knowledge and skills for continuous improvement. I also have a strong interest in event planning and nonprofits.

## WRITING & MARKETING EXPERIENCE

### FREELANCE WEB CONTENT WRITER

*Waltham Technologies | November 2016 - Present*

- Develop government-related website content for E-books

### FREELANCE HEALTH & BEAUTY BLOG WRITER

*Sarah Ban & Associates | October 2016 - Present*

- Ghostwrite blog posts for brands in the health & beauty industry

### FREELANCE B2B BLOG + CONTENT WRITER

*Iris Content | July 2016 - Present*

- Write blog content and meta descriptions for various clients; apply SEO keywords
- Develop topic ideas and create editorial calendars

### FREELANCE HEALTH WRITER

*Premier Health Chiropractors | November 2013 - April 2016*

- Develop editorial calendar; write and edit website content and blog posts for Premier Health website
- Implement SEO standards into articles; post articles to CMS; assist with link building

### MARKETING WRITER + LINK BUILDER + SOCIAL MEDIA MANAGER

*National Fundraising Management | September 2012 - February 2016*

- Develop story ideas, write and edit content for nonprofit's website, social media, infographics, guest posts, and blog
- Post articles and photos to CMS; promote website through outreach, SEO, business listings, and link building

## ADDITIONAL WRITING EXPERIENCE

- Created marketing content for Shear Serenity Hair Salon
- Developed brochure content for Cuddle Coats; manage social media accounts
- Created website and social media content for the Animal Rights Coalition
- Completed a writing & copy editing internship for *Metropolitan State University College of Arts and Sciences Newsletter*
- Worked as a university Staff Writer for *The Metropolitan* newspaper