

ABBEY EDMONSON



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LinkedIn



abbeyedmonson.com

SUMMARY

Driven and dedicated communicator with valuable experience in digital marketing, journalism, and communications roles. Looking for an organization that encourages creativity in storytelling and provides opportunity to continue developing my multifaceted skillset.

EDUCATION

M.F.A WRITING

Savannah College of Art and Design

B.A. JOURNALISM

University of Mississippi

SKILLS

Print Journalism

SEO Content Production

Content Strategy

Writing

Marketing

Reporting

Leadership

Social Media

Event Planning

Microsoft Suite

Audio/Video Production

Strong Communication

Fact Checking

CERTIFICATIONS

Social Media Marketing - 2023

SEO Copywriting - 2022

Hubspot Inbound - 2022

EXPERIENCE

FREELANCE WRITER, SELF EMPLOYED

June 2023 - Current

- Write and pitch stories for news organizations
- Create custom content for clients
- Review content for accuracy and consistency
- Optimize web content for SEO and readability
- Deliver content consistently within deadlines
- Manage client relationships and content assignments

COPYWRITING INTERN, MARKETWAKE

September 2022 - November 2022

- Developed and edited content for internal and external clients
- Reviewed content specifications to meet deadlines and quality requirements
- Optimized web content for SEO and readability
- Collaborated with peers to satisfy client workload
- Presented projects for internal clients

CREATIVE DIRECTOR, SCAD PRO X COMPASS REAL ESTATE

March 2022 - September 2022

- Created the Atlanta Legacy Trail, an experiential marketing campaign
- Led a team of 18 SCAD students and communicated with client
- Wrote a sponsored content article for Atlanta Magazine
- Executed initiatives for Compass Real Estate social media platforms
- Facilitated a partnership with the Atlanta Preservation Center

EDITORIAL ASSISTANT, INVITATION MAGAZINES

June 2019 - September 2021

- Assisted editors with final proofreading and layout
- Managed and curated all content for social media platforms
- Wrote and researched feature stories
- Curated monthly event calendars and community shoutouts
- Performed administrative tasks and maintained schedules
- Created visual content including photos, videos, and illustrations