Key Skills in Content Creation:

- **Storytelling & Messaging**: I excel in developing clear, consistent, and compelling narratives that align with a brand's goals. Whether it's a press release, blog post, or social media update, my content is designed to captivate audiences and communicate key messages effectively.
- **Press Releases & Media Kits**: I have extensive experience in writing and designing press releases and media kits that capture media attention. My press releases are structured to provide essential information quickly, while still being engaging and newsworthy, leading to increased media coverage for clients.
- **SEO-Optimized Content**: I create SEO-friendly content that improves search rankings and drives organic traffic. By integrating relevant keywords and crafting valuable, targeted content, I help brands increase their visibility online and reach wider audiences.
- **Social Media & Digital Content**: From engaging social media posts to blog articles and newsletters, I create digital content that connects with followers and encourages interaction. Each piece of content is tailored to the platform and audience, ensuring maximum engagement.
- **Visual Content Collaboration**: I collaborate with graphic designers, photographers, and videographers to produce visually appealing content that complements written messaging. This includes infographics, branded visuals, and video scripts for online campaigns.
- **Tone & Voice Development**: I work closely with brands to define and maintain a consistent tone and voice across all content. Whether it's professional, casual, or playful, I ensure the brand's personality shines through in every piece.

Notable Achievements:

- Developed and launched a content strategy for Happy Tails Holistic Veterinary Care resulting in an increase in website traffic and a 50% improvement in engagement on social media platforms over 3 months.
- Wrote and distributed a press release that led to 120 product orders shortly after the product launch.
- Created blog content for Physicians Aesthetics that improved SEO rankings, leading to a 25% increase in organic traffic over three months.