

Karen Daniels

Copywriter / Online Content Specialist / Author

30452 San Pasqual Road, Temecula CA 92591 | Cell: 9517758175 | karendanielswriter@gmail.com

Summary

Versatile copywriter, SEO content specialist, and author, with over 20 years of experience in online content, publication editing, and social media campaigns. Creative and efficient outside the box thinking for dynamic one-of-a-kind websites, blogs, and copy for progressive companies. Expertise in consistently taking volumes of information and distilling it into important nuggets to grab attention and get results. Excellent communication and work ethic with the ability to do in half the time what most people do full time. Always able to achieve goals, meet deadlines, and contribute to team projects.

Core Competencies

- SEO Content
- Blog Articles
- Marketing Copy
- Social Media Posts
- Press Releases - Market Motive Certified
- Ability to Quick Study any Topic
- Competitive Intelligence
- Project Management
- Book Writing
- Print Copy
- Editing
- Outstanding Interpersonal Communication Skills

Professional Experience

Tangerine Marketing 2009 - Present

SEO Content Specialist / Social Media Expert

Serve as a key member of the creative team charged with formulating and delivering strategic content consistent with overall client strategy. Help plan and execute marketing content strategies for Tangerine clients. Manage new and existing client content projects including SEO copy, social media posts, blog and webpage content.

- Create and deliver revenue generating SEO content across client channels.
- Research and develop key areas for future web copy.
- Collaborate with Tangerine personnel to rebrand client websites, build marketing materials, develop organic traffic and increase ranking for keywords.

California Association for the Gifted (CAG) 2010 - 2015

Web Master / Publications Editor (2012 - 2015)

Managing Editor Gifted Education Communicator (2010 - 2012)

Create, design, and implement website for Gifted Education Communicator publication including quarterly interactive content. Edit and help develop quarterly publications for California Gifted Association, including education and technical articles.

- Transition the Gifted Education Communicator from print publication to online publication, create and develop and implement website.
- Manage editorial staff and monitor quarterly publication content.
- Attend and speak at yearly CAG conference

Websites

- **Karendaniels.com** – The Caffeinated Soul
- **KDbooksandpublishing.com** – Book and publication website for readers who crave the edge in learning, living, and leading.

Technological Skills

- Microsoft Office Suite
- WordPress
- Hootsuite
- Twitter, Facebook, LinkedIn
- Google Docs

Sample of Copy Topics

Technology Rentals> Auto Parts> Forex> Organic Skin Care> Gifted Education> Creativity> Printing> College Financing> Business Start Up> GoFundMe> Contract Bridge> Interviewing> Mortgage Lending> Hypercreativity> Chemistry

Education

- M.A. Educational Psychology / UCONN

Books

- Online Writing for Profit and Purpose
- Mindful Creativity: Easy Tips and Meditations to Unleash Your Creativity
- Other Books include Women's Self Help and Fiction.

Activities

- **Martial Arts** – 3rd degree black belt, teach both children and adults.

Next Day Flyers

2010 - 2012

Copywriter / Social Media Specialist

Responsible for website and blog content, email copy, product copy and landing pages.

- Created content that increased revenue by elevating online presence and organic search engine visibility.
- Responsible for the research, writing, and release of press releases.
- Tasked with generating copy to increase new product sales with existing clients.

- **Gifted Educator** – Lectures to parents of gifted children, Creativity Workshops.

Freelance Writer/Content Specialist

2004 - Present

Various Organizations & Clients

Write and edit internal and external company content, documents, web copy and social media content.

- Research, write, and deliver SEO content for blogs, websites, social media, press releases, product information, campaign copy, emails, PPC, landing pages, company downloads and manuals.

Coordinate with Marketing Representative

- Ongoing communication with clients and marketing representatives to develop and create content that targets keywords, upholds company vision, enhances branding and elevates online presence. Aid in editing current content to increase customer base, sales, and organic reach.