

352-870-3199



# chelsea greenwood

chelseagreenwood.com



## **writer and editor**

cpgreenwood@gmail.com



@cpgreenwood



I'm a left-handed creative type with an ear for words and an eye for design. But I'm not day dreaming all day long. I'm firmly grounded by an understanding of business strategy, a broad knowledge base and plain ole common sense.

## **nutshell**



I feel like Goldilocks searching for that one position that's *just* right. I want to equally leverage my creative skills and marketing savvy in a progressive environment that rewards hard work and offers upward growth.

## **education**



### **Bachelor of Science in Magazine Journalism (3.5 GPA)**

2001–2005

University of Florida, Gainesville, Fla.

- Member of the Florida Magazine Students Association
- Member of the Society of Professional Journalists

## **staff experience**



### **PR Copywriter**

2013–present

The Gab Group, Boca Raton, Fla.

- Generate strategic messaging for all clients for #18 ranked public relations, branding and communications firm in South Florida
- Produce website copy, social media content, press releases, press kits, advertising and collateral copy, marketing copy, etc.
- Oversee daily posting on multiple social media channels per client, including managing customer interaction and facilitating special promotions

### **Managing Editor**

2009–2011

Sandow Media, Boca Raton, Fla.

- Managed 40 issues yearly for three national magazines, *Luxe Interiors + Design*, *New Beauty* and *Watch Journal*
- Oversaw junior editors and team of freelancers while liaising with art department
- Wrote features, departments and blogs

### **Managing Editor**

2005–2009

JES Publishing, Boca Raton, Fla.

- Assigned and edited copy, proofed layouts and made changes for *Boca Raton*, *Florida Table* and custom magazines
- Managed work flow and coordinated creative meetings
- Wrote departments and features

## **skills**



- Knows Mac and PC and Adobe Creative Suite
- Has been educated in both design and photography
- Experience with blogging and content management systems
- Experience with all major social media platforms (and HootSuite)
- Familiarity with SEO best practices
- Knowledge of marketing, branding and PR strategies