

Chanelle Gibson

Professional Writer & Editor



Greater Atlanta Area



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www.ChanelleGibson.com

WORK HISTORY

Freelance Copywriter, Editor, and Proofreader

FOCUS: SEO, B2B & B2C, Social Media, Research, CMS, AI

Oct. 2018 - Present

- Thoroughly research each client/product to apply their specific style guide, brand, tone, and voice to reach their target audience & SEO goals
- Independently manage short-term and long-term assignments including blog posts, website content, emails, social media, and more
- Complete writing, editing, or proofreading on major projects such as:
 - Technical case studies for **Citrix** to display positive impact of products for multiple clients
 - Providing feedback to **train AI writing tool** for a media company
 - Letters, announcements, and emails from leadership offices of the **American Cancer Society**
 - Fact-checking and quality assurance reviews for **Atlanta Magazine** to ensure relevance and accuracy of local news stories
 - Researching credit card companies and their latest offerings to contribute monthly blog posts for **Bankrate**
 - Detailed, SEO-driven product descriptions to push clients above competition in Amazon listings for **Global Ecom Partners**

Square — Proofreader

FOCUS: AP Style, B2B, Research, Accuracy, Slack, Figma

Dec. 2021 - Nov. 2023

- Conduct quality assurance reviews on all company marketing materials and internal communications, such as emails, announcements, blog posts, web pages, social media, direct mail, and banner ads
- Build monthly newsletter to update project managers and teams
- Continuously keep company style guide up to date in accordance with AP Style, brand updates, and industry-wide changes
- Act as a resource guide for questions and inquiries regarding copy

Indeed — Copywriter & Editor

FOCUS: SEO, B2B & B2C, Content Strategy, Tech

Sept. 2017 - Oct. 2018

- Complete weekly tech news blog posts on latest industry trends
- Collaborate with marketing team to develop branding and content strategy from the ground up for brand-new product
- Engage with top tech professionals in creating employment profiles
- Teach more tech-focused team members effective writing strategies to improve overall efficiency in producing content

SNAPSHOT

10+ Years of Experience

Print & Digital Copywriting

Artificial Intelligence (AI)

WordPress, InDesign,
SharePoint, Adobe CMS

AP Style & Chicago Style

SEO / B2B & B2C Content

Intermediate Spanish

WRITING CONCENTRATIONS

Target Audience

Readability & Research

Engaging Storytelling

Matching Brand Voice

ADDITIONAL EXPERIENCE

C2 Education Writing Tutor

Communications Lead for
Nonprofit League of Women
Voters of Atlanta

EDUCATION

University of Texas–Austin

Bachelor's Degree in
Communications/
Screenwriting

GPA: 3.6

Mercer University — *Writing Tutor*

FOCUS: AP Style, Research, Citations

Jan. 2019 - Dec. 2021

- Assist college-level students with writing and editing of essays, research papers, and other writing assignments
- Guide inexperienced writers toward their strongest ideas, clearest voice, and most effective strategies for their individual style
- Teach writing best practices, AP style mechanics, and correct citations
- Provide quality resources, learning materials, and supplies

GateHouse Media Center for News & Design — *Proofreader*

FOCUS: AP Style, InDesign, Stylebook Consistency

Aug. 2016 - Sept. 2017

- Ensure 100% correctness of newspaper pages, verifying each minor and major detail
- Maintain high accuracy level in adherence to AP style, company stylebook, and individual newspaper stylebooks
- Precisely manage time to meet overlapping deadlines for multiple teams

League of Women Voters of Texas — *Communications Intern*

FOCUS: B2B & B2C, Interviewing, Social Media, Target Audience

Jan. 2016 - June 2016

- Create effective content strategies to help organization led by baby boomer generation connect to millennials and Gen X
- Identify communication gaps preventing voters from receiving information about elections at the local, state, and national level
- Develop all content for organization's centennial celebration event

The Daily Texan — *Associate News Editor & Copy Editor*

FOCUS: AP Style, Research, Fact-Checking, InDesign

Aug. 2014 - June 2015

- Uphold journalistic integrity of work with accuracy and credible sources
- Transform highly complex topics and information into digestible articles for the average reader
- Pitch relevant, notable stories for new articles on a weekly basis
- Meet strict, daily deadlines for time-sensitive articles