

Chanelle Gibson

Professional Writer & Editor



Greater Atlanta Area



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[Online Portfolio](#)

WORK HISTORY

Freelance Copywriter, Editor, and Proofreader

FOCUS: SEO, B2B & B2C, Adaptability, Research

Oct. 2018 - Present

- Copy edit and proofread a variety of content according to the unique style guides, target audiences, and SEO goals of each client
- Thoroughly research each client/product to apply their specific brand, tone, and voice
- Correct errors and submit feedback to writers to improve accuracy, consistency, grammar, and target-audience focus
- Write engaging, inventive content for a multitude of different industries, channels, and audiences
- Independently manage short-term and long-term assignments
- Work on major projects such as:
 - Case study tech articles for Citrix
 - Finance and credit articles for Bankrate
 - Content for the American Cancer Society
 - Fact-checking for Atlanta Magazine
 - Blog posts for Pocket Gems tech blog and Just for Me haircare

Square — Proofreader

FOCUS: AP Style, Research, Accuracy

Dec. 2021 - October 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 Industry

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 team's overall efficiency in producing content
- Effectively transition with continuous fluctuations of project objectives

SNAPSHOT

10+ Years of Experience

Print & Digital Copywriting

WordPress & InDesign

AP Style & Chicago Style

B2B & B2C Content

SEO

WRITING CONCENTRATIONS

Target Audience

Readability

Engaging Storytelling

Matching Brand Voice

ADDITIONAL EXPERIENCE

C2 Education Writing Tutor

Communications Lead for
Nonprofit League of Women
Voters of Atlanta

EDUCATION

The University of Texas-
Austin

Bachelor's Degree in
Communications

Concentration:
Screenwriting for TV & Film

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

Shuffle Online — Chief Copy Editor & Proofreader

FOCUS: AP Style, Writer Collaboration, Social Media

Sep. 2013 - Dec. 2017

- Edit creative content featuring lifestyle and entertainment topics
- Adapt to each writer's individual voice, maintaining its integrity through the editing and reworking process
- Review errors or points for improvement with writers and assist in article drafting and rewrites