

# Lindsay Oliver

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## WORK EXPERIENCE

### **Julep**, Copywriter (2012/Present)

- Wrote print and online copy for e-commerce marketing deliverables.
- Wrote content for social media outlets.
- Wrote copy for product development and packaging.
- Edited and proofread copy and content deliverables company-wide.

### **Geeks Without Bounds**, Grant Writer and Content Writer (2011/Present)

- Created site blog posts, content, and promotional materials.
- Secured funding through grant writing.
- Managed brand voice.
- Conducted interviews, documented accelerator growth, and provided internal/public updates.

### **Rosalind Of Arden**, Editor in Chief and Owner (2011/Present)

- Wrote style and fashion articles.
- Provided DIY instructions on various crafting projects.
- Highlighted crafting projects in fashion, hackerspaces and the blogosphere.

### **Contracting**, Freelance Writer (2005/Present)

- Copy and content writing, blogging, grant writing, proofreading and editing.

### **Pumping Station: One**, Contributing Writer and Editor (2010/2012)

- Wrote site blog posts, edited, and proofread.
- Wrote promotional materials for events and collaborations.
- Wrote DIY instructions on various crafting projects.
- Highlighted crafting projects in hackerspace and the blogosphere.

### **Howard Area Leadership Academy**, English Teacher (2009/2012)

- Taught as 12th Grade World Literature and 11th Grade American Literature teacher.
- Recreated texts and revised testing materials at the school-wide level for ESL students.
- Successfully started and maintained school-wide vocabulary literacy program.
- Successfully created and implemented comprehensive English curriculum at four class levels.

### **Gage Park High School**, English Teacher (2008/2009)

- Taught as 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> grade literature, composition, and creative writing teacher.
- Successfully created and implemented comprehensive English curriculum at four class levels.

### **Teach For America**, Corp Member (2008/2010)

- Taught CAHSEE Test Prep course (California High School Exit Exam) and 9<sup>th</sup> Grade literature.
- Attended Teach For America professional development model conferences.
- Documented student achievement metrics through data management.

### **Norvax**, Copywriter/Marketing Assistant/Database Manager (Aug. 07/June 08)

- Wrote ghostwriter articles, research briefs, website copy and content, whitepapers, newsletters, client services brochures, proposals, and press releases.
- Managed marketing campaigns and edited marketing copy.
- Monitored marketing clicks and customer database/marketing lists.

### **16th PSYOP Battalion FRG, Army**, Civilian Editor/Publisher (Dec. 06/Aug. 07)

- Created newsletter startup template at a battalion-wide level.
- Wrote, edited, and proofread articles for newsletter.

## SKILLS

Writing in AP and MLA style, e-commerce, online and print marketing copy, product description and packaging copy, editing, proofreading, content writing, blogging, social media, ghostwriting, whitepapers, SEO (Search Engine Optimization), writing techniques to reach non-native English speakers, grant writing, sarcasm and witticisms (fluent), educational topics, curriculum mapping, fashion and style, DIY, wide range of ability to write for different audiences, demographics, and reading levels, and proud master of the Oxford comma.

## SOFTWARE/TECHNICAL KNOWLEDGE

Macintosh OS and Windows, learning XML, Wordpress, Adobe Photoshop/Illustrator, Microsoft Office, iLife, exposure to HTML, database management, and mastery of web research.

## EDUCATION

National Louis University, Master of Arts in Teaching: Secondary Ed English and ESL, 2008-2012  
Loyola University Chicago, Bachelor's English/Gender Studies, 2005-2007  
McHenry County College, Associate of Science, 2003-2005