

# ANNA STREETMAN

## FREELANCE WRITER

### SUMMARY

As a lifelong writer with five years of experience in professional writing, and three years in digital marketing, I am passionate about creating copy that excites and engages its readers. I write news and feature stories, SEO-optimized blog posts, website copy, email copy, social media posts, and more. To promote my work, I also designed my own website and self-promote with social media and paid ads to reach new clients. My vision is to help others follow their dreams by telling their stories and selling their brands through the magic of words.

### CORE STRENGTHS

- News and feature writing
- Editing and AP style
- Web content writing
- Blogging
- Interpersonal skills and interviewing
- Social media
- Customer service

### QUOTES I LIVE BY

"She was fascinated with words. To her, words were things of beauty, each like a magical powder or potion that could be combined with other words to create powerful spells."

- Dean Koontz, *Lightning*

"Either write something worth reading or do something worth writing."

- Benjamin Franklin

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### CONTACT DETAILS

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Website: [www.annastreetman.com](http://www.annastreetman.com)

### WORK EXPERIENCE

#### DIGITAL MARKETING COORDINATOR

**Marcus Jewish Community Center of Atlanta**

**April 2017 - May 2019**

- Created and scheduled external emails utilizing Campaign Monitor; frequent use of A/B testing in subject lines, optimization for mobile, and other marketing standard practices
- Maintained email subscriber database of over 25,000 people utilizing both Excel and Campaign Monitor's subscriber database
- Created, edited, and maintained content for agency's three websites utilizing WordPress and Accrisoft website design platforms; ensured SEO-friendliness of each page; occasionally designed graphics for both website and external communications in Photoshop
- Monitored analytics for websites and emails to provide team with recommendations on digital strategy using Google Analytics
- Utilized basic HTML to edit websites and other digital materials; frequent use of Dreamweaver
- Managed high-volume monthly email calendar schedule of around 30 emails per month in Excel

#### E-COMMUNICATIONS COORDINATOR

**Elevanta**

**June 2016 - April 2017**

- Developed and maintained all association websites utilizing WordPress and Drupal website development platforms and HTML; ensured pages were aesthetically pleasing and optimized for search engines
- Wrote and edited articles for three quarterly publications: *Flame*, *Score*, and *Geared Up*; utilized attention to detail to edit the final copies of each magazine
- Created and developed social media handles and scheduled content for Facebook, LinkedIn, Twitter, and Instagram accounts on behalf of four associations utilizing HootSuite; grew each handle's audience by at least 25% in eight months
- Wrote, created, and scheduled emails utilizing Magnet Mail, including three weekly newsletters and weekly promotional/marketing emails for events for all associations

### ACADEMIC HISTORY

#### KENNESAW STATE UNIVERSITY

**Communications: Journalism & Emerging Media**

- Editor for *KSU News Now*
- Senior Staff Writer & News Editor for *The Sentinel*
- Society for Professional Journalists

### SKILLS

WordPress, HTML, SEO, email campaign platforms, social media, Photoshop, Canva, HootSuite