

EMILY PAULSEN

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I am an omnichannel marketing writer, editor, and designer looking for opportunities in SEO copywriting and editing, front end web development, and public relations on social media. My skills are broad, adaptive, creative, and group compatible.

EXPERIENCE

NOVEMBER 2018 – JUNE 2019

SEO WRITER & EDITOR, AXIS41

Develop creative company content for blogs, product descriptions, web articles, case studies, and landing pages. Edit content, integrate SEO strategy, conduct website content audits, and develop editing rubrics for streamlining the editing process.

JULY 2018 – NOVEMBER 2019

FREELANCE WRITER

Write copy for clients, including blog pieces, informational web articles, and product descriptions. Edit content to be search engine optimized and re-write copy to be easier to understand and more specific to the needs of a company's audience.

OCTOBER 2017 – JUNE 2018

WSU EAST OUTREACH & COMMUNICATIONS INTERN, WEBER STATE UNIVERSITY

Design webpages & update content, improve outreach relationships with the public through interactive content on social media across Facebook, Instagram, & Twitter, design posters, calendars, instructions, TV ads, badges, stickers, and other documents, help organize and host outreach events to build relationships with the community.

EDUCATION

APRIL 2018

BA PROFESSIONAL & TECHNICAL WRITING, WEBER STATE UNIVERSITY

APRIL 2013

ASSOCIATE OF SCIENCE, BRIGHAM YOUNG UNIVERSITY-IDAHO

SKILLS

- Web Design/CSS/HTML/JS
- SEO Copywriting & Editing
- Collaboration & Team Management
- Adobe InDesign, Photoshop, Illustrator
- Foundation, Dreamweaver, Wordpress
- Microsoft Excel, PowerPoint, Word