

Amanda Hevener  
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<http://www.amandahevener.com>

Professional freelance writer with a focus on increasing traffic and sales through innovative methods including press releases, marketing campaigns, blog entries and Twitter.

### **Writing and Editing Skills**

Researched markets and invented concepts for press campaigns  
Written and tracked press releases  
Written blog articles and product reviews  
Developed, researched and written news and feature articles  
Put together website and marketing materials  
Edited and arranged various eBooks  
Developed and edited content for websites  
Use of Twitter, Facebook and Blogs to enhance traffic to various websites

### **Writing and Editing Styles**

Press releases  
Website copy  
SEO and keyword articles  
Blog entries  
Product reviews  
News and features articles  
Ebook editing, content and arrangement  
Sales brochure and pamphlet copy  
Newsletter design and content  
Powerpoint slideshow design and content  
Twitter  
Tumblr

### **Professional and Volunteer Organizations**

Akron Press Club  
Freelancers Union  
Great Lakes Urban Exploration (G.L.U.E.)  
Garfield Heights Historical Society

### **Long-Term Client/Project List**

Fashion Normality, June 2011/Present  
Equity Team, March 2011/Present  
BluCapp, November 2010/Present  
Magical Marketing Systems, August 2010/June 2011  
M.D. Alternative, August 2010/January 2011  
CMIMS, June 2010/Present

The Random Thoughts of Crazy Mandy, April 2010/Present  
AltOhio, April 2010/Present  
Demand Studios, March 2009/Present  
Cleveland.com, February 2009/Present  
Cleveland Restaurants Examiner, October 2008/Present  
Pop Culture PR, July 2010/January 2011  
Totally Sports, May 2010/March 2011  
Ohio Sports Journal, April 2010/June 2010

**Education**

Bachelor of Arts in Journalism and English, Ashland University, 2002  
Certificate in Real Estate Lending, Cuyahoga Community College, 2004  
Certificate in Small Business Administration, Cuyahoga Community College, 2005

**Writing Samples (Links)**

Available on website: <http://www.amandahevener.com>