

Shanea Patterson

PROFESSIONAL COPYWRITER

medium.com/@shaneapatterson
medium.com/@authorshaneapatterson

PROFILE

With a background in editing and a knack for clever content, I focus on creating lean copy for even the most complex projects. Before joining the advertising world in 2014, I worked as a freelance writer and online content editor. A wordsmith, content marketing specialist and English bulldog aficionado, I produce high-quality, creative copy that engages and entertains. I've successfully generated hundreds of marketing materials, including blog posts, articles, social media copy, email marketing copy, and web content. Published articles online, on sites like Match.com, AOL Travel, USA Today Travel, LiveStrong.com, and InTravel Magazine. Clients include **LifeLock, Princess Cruises, Finish Line, Devry, Anthem BCBS, Amway, Columbia, USAA, Esurance**, etc.

EDUCATION

New York University

MS in Professional Writing | 2016

EXPERIENCE

Scripted

Freelance Copywriter

June 2022 -
September 2022

- Creating digital content for various brands, including articles and blog posts about real estate, marketing, business, etc.
- Providing high-quality content using relevant, non-competing resources and high-quality images.
- Providing SEO elements like meta descriptions, slugs, title tags, and alt text for featured images

Clear Voice

Freelance Copywriter

Sept 2018- Present

- Creating digital content for various brands, including articles, blog posts, and web copy.
- Providing high-quality content using relevant, non-competing resources.
- Performing in-depth research, fact-checking, and concept/title creation based on SEO keywords.

Contact



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Poughkeepsie, NY

Core Competencies

Copy Writing
Blog Posts
Articles
Blog Posts
In-Depth Research
Word Press
Editing & Proofreading
Lead Generation
SEO & Keyword Research
Buyer Persona Creation
Information Analysis
Research Reports
Project Management
UX Design
Document Design
Media Presentation
Brand Awareness
Digital Marketing
CMS Experience
Social Media Management
Inbound Marketing
Content Marketing
Creative Brainstorming

Copify (US)

Aug. 2017 - Present

Freelance Copywriter

- Providing a wide range of writing services to various clients, publications, and websites, including web copy and blog posts.
- Writing crystal clear copy that focuses on customer experiences.
- Generating concepts and copy for company blogs and websites.

Verblío (Formerly Blog Mutt)

Aug. 2017- Present

Freelance Copywriter

- Writing blog posts and articles according to the client's specifications and Verblío's writer's guidelines.
- Writing SEO content using keyword research best practices.
- Proofreading and editing content prior to submission.

Zerys

Mar. 2015 - Present

Freelance Writer & Editor

- Rewriting copy to improve clarity, readability, and overall sentence structure and flow.
- Proofreading copy to correct errors in spelling, grammar, and syntax.
- Advanced editing for changes in style, structure, and organization and removing "fluff" and filler words.

Specialty Topics

Business & Entrepreneurship

Marketing/Advertising

Finance, Banking & Insurance

ACHIEVEMENTS

- Featured on Carol Tice's [Make a Living Writing as a Featured Writer](#)
- Completed 100 percent of assignments on time with a 98 percent perfection rate on Clear Voice.
- Received 5/5 star feedback on more than 100 assignments on Copify (every rated order) and more than 200 assignments on Zerys.
- Achieved preferred writer status with several clients on BlogMutt.
- Self-published workbook awarded one of the Top 100 Best African American History Books of All Time by Book Authority

ADDITIONAL EDUCATION

Mercy College

BA in English | 2013