

JENNY MCCOY

socialjenny.com

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WORK EXPERIENCE

Freelance Writer/Blogger

(June 2005 – Present)

Writing

- Currently working on a wide range of projects such as sales pages, custom articles, press releases, cover letters and more
- Wrote sports recaps and features, business features and community profiles for weekly community news publications (Published 100+ articles for Florida Today weekly community sports and business publications. Wrote weekly Little League column from April 2007 – June 2007)

Blogging

- Started personal blog (WorkinOnARamp.com) from scratch, including all branding, content and marketing efforts. Current stats: 160+ RSS subscribers, 4,000+ monthly site visitors and 50+ email subscribers. Planning a rebranding in the next month to move blog and all social media efforts under my self-titled domain.

Copywriter/Social Media Manager, DentalPlans.com

(October 2008 – Present)

Social Media Management

- Created, wrote and managed company blog
- Created, updated and monitored Facebook Fan Page from February 2009 – present to grow a +1,200 Fan base
- Created Twitter account to connect with industry and news professionals as well as current and potential DentalPlans.com Members. Also used account to monitor brand mentions, announce promotions and respond to Twitter users who included one of several keywords or phrases in their tweet.

Copywriting

- Wrote copy for company newsletters, print advertisements, emails, postcards, landing pages and jump sites
- Wrote and distributed in-house press releases

Search Engine Optimization

- Monitored SERPs for top keywords and phrase rankings
- Analyzed link building efforts
- Followed industry news and made recommendations for future SEO efforts
- Monitored traffic trends using Google Analytics and made content recommendations based on those trends

New Media Editor, Interactive Art Services

(May 2008 – October 2008 – left due to recession-fueled pay cuts)

Social Media

- Wrote articles for and managed company blog
- Created presence on various social sharing sites including StumbleUpon, Digg, Delicious, animation specific communities and more

Copywriting

- Wrote and distributed in-house press releases
- Created distribution lists for various industries and edit releases to target those industries
- Created marketing plan for launch of in-house product (including penetration of social networks, blogs and social media sites)
- Wrote and edited sales and business development inquiries

Communication Assistant, Florida Tech

(April 2007 – May 2008)

- Wrote letters of correspondence to major donors and letters of solicitation for a variety of demographics
- Helped organize and implement several major fundraising events for the Office for Advancement
- Conducted research, incorporated new findings into existing documents, edited and formatted for journal submissions (Published as co-author in the *Journal of Internet Commerce* and the *Journal of Developmental Entrepreneurship*)

EDUCATION

Florida Institute of Technology

B.S. in Business Communication ('06)

Oxford University

Study Abroad Program