

DENISE RENEE TODMAN

Writer | Editor | Content Strategist

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SUMMARY

Engaging freelance writer (with a knack for making complicated concepts consumable) looking to put her brand story-telling skills to work as a writer, editor, or content strategist for companies or entrepreneurs with heart. Excels at bringing order to scattered ideas. Open to committing to a part or full-time role if it is an ideal team and environment. View public writing samples at <http://MeetDeniseRenee.pressfolios.com>. View career details at <http://linkedin.com/in/MeetDeniseRenee>. Prefers to be called "Denise Renee."

SKILLS & SOFTWARE

Book Ghostwriter (Non-Fiction)	Book Editor (Non-Fiction)	CMS: Hubspot; Wordpress
Blog Management	Blog/Article Ghostwriter	MA: Act-On, InfusionSoft
Content Development & Strategy	B2B and B2C Copywriting	SMM: Hootsuite; Buffer; Oktopost
B2B Magazine Editor	Social Media Management & Strategy	CRM: Saleslogix; InforCRM
Press Release Writing	Biography Writing	OS: Mac; PC

EXPERIENCE HIGHLIGHTS

Ghostwriting & Content Development

- Ghostwriter for three client book manuscripts published in 2019.
- Structural and copy editor for a book published October 2018.
- Ghostwriter for entrepreneur's business/thought-leadership blogs.
 - Developed content strategies, brainstormed topics for 6 - 12 months; developed blog promotional strategies.

Editing & Content Management

- Oversaw layout and edited all content for quarterly B2B magazine.
 - Set issue themes; solicited and managed content contributors; edited all articles; contributed feature articles; managed team of proofreaders; set and maintained publication deadlines; solicited advertisers. Improved the quality of the content and collaboratively transformed the design during 2.5 year tenure.
- Managed corporate blog; published new articles 5 days per week.
 - Solicited content contributors; worked with internal subject matter experts and ghostwrote articles.
 - Edited all articles; optimized for SEO performance.
 - Web traffic to blog and home page from blog posts increased over 25% within 6 months.
- Managed corporate social media accounts; wrote copy and customized images.
 - Provided mix of curated, original, and brand-awareness oriented content daily; engaged with audience.
 - Social marketing efforts resulted in a 10% - 65% increase in audience growth and engagement across LinkedIn, Twitter, and Instagram.

Sales & Marketing Copywriting

- Wrote client testimonials, case studies, and ebooks as part of lead generation and brand building strategies.
- Wrote copy for opt-in pages and email nurture series (autoresponder); email open rates between 35% and 40%.
- Wrote sales copy for event registration pages; generated over \$10K in event ticket and sponsorship sales.

WORK HISTORY

2014 – Current	The Derenco Agency (Freelance ghostwriting and consulting) (Atlanta, GA)
2013 – 2017	Blytheco (Atlanta, GA)
2009 – 2013	The Phinn Group (Alpharetta, GA)
2004 – 2009	EB Brands (Yonkers, NY)
2002 - 2004	Freelance Jingle Writer (Yonkers, NY)
1999 - 2002	The Kings College (New York, NY)

EDUCATION

Masters of Science in Teaching, Secondary Education (Concentration: Curriculum Development)

The New School, New York, NY

Bachelor of Arts in English and Music (Concentrations: Creative Writing and Composition)

Bates College, Lewiston, ME