



Mary McFarland

Copywriting, Copyediting, Content Creation

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EDUCATION:

AA of Arts in English
Front Range Community College
2016

High School Diploma
Home-schooled
2010

EXPERTISE:

SOCIAL MEDIA MARKETING
ADVERTISEMENT COPY
BLOG POSTS
INTERVIEW ARTICLES
WEBSITE COPY
EMAIL MARKETING COPY
CONTENT STRATEGY
BRAND IDEATION
TECHNICAL WRITING
SCRIPT WRITING
STORYTELLING
MATCHING WRITING
STYLES

PROFICIENT IN:

MICROSOFT OFFICE SUITE
WORD PRESS
GOOGLE SUITES
MAIL CHIMP
COSCHEDULE
AMAZON SELLER CENTRAL
QUICKBOOKS

ABOUT ME:

I am a focused and values driven writer, copy-editor, and content creator. As a communication expert my goal is to collaborate with conservative and liberty minded causes to help them spread their truth and values. I'm passionate about using creativity and storytelling to convey my clients messages to the world via all forms of media. I thrive on problem solving for my clients and helping them to build personalized systems and processes. I have the ability to handle many projects with accuracy, efficiency, and within deadline.

EXPERIENCE HIGHLIGHTS:

2010 – Present – SELF EMPLOYED:

Freelance Copywriter, Copy-editor, and Content Creator

- Social media campaigns and newsletter marketing.
- Editing website copy, scripts, and resume bio.
- Brand ideation, tagline creation, and brand development
- Writing and self publishing short stories and informational booklets.
- Comic industry professionals media interviews.
- Scripts for radio plays, promotional videos, and comic stories.

2019 - 2022 NATIONAL CENTER for ATMOSPHERIC RESEARCH (NCAR): Admin Assistant II

- Writing and creating internal process documentation for Admin team.
- Editing and updating existing internal documentation.
- Composing mail communication to vendors, suppliers, and company executives.

2017 - 2019 SELENE RIVER PRESS: Freelance Copywriter ~> Front Office Manager

- Writing and editing process documentation for all office employee jobs.
- Posting twice weekly blogs and writing social media copy via WordPress/CoSchedule.
- Copyright research and filing.
- Data mining and documentation.
- Writing email templates and phone scripts for daily office use.
- Creating and sending weekly company newsletter via Mailchimp.
- Writing and Contributing guest blogs for company blog series.