

Alexandra Coulter

484.354.1725

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SUMMARY STATEMENT

Writer and Editor creating fresh and compelling content across a variety of channels. Author of two books. Adept at infusing Search Engine Optimization (SEO) and matching voice and tone. Curious and organized researcher able to process and distill large volumes of findings. Flexible in changing conditions while remaining steady and delivering the right message ahead of schedule. An independent thinker who thrives on collaboration.

AREAS OF EXPERTISE

- Lively and Informative Copy
- Translating the Complex into Simple
- Employee Relations
- HTML Coding
- Composing & Revising Training Materials
- Creative Thinking
- Dependable Delivery
- Information Collecting & Analyzing
- Material Organizing

PROFESSIONAL EXPERIENCE

UPWRITE WORDS, Home Based

2002 - Present

Freelance Writer

Edited, revised and created material for clients from multiple industries, supporting projects such as web site content (including HTML), blog posts, newsletters, manuals, brochures, articles, press releases, white pages, workshops, training and marketing materials. Conceived ideas, organized materials, and provided insight to ensure client goals and objectives were met. Conducted research and interviews as necessary. Coordinated printing and design contractors. Prepared materials for online or print publication.

- Ask relevant questions, assessing client needs quickly and translating into effective communication.
- Manage volumes of client-provided background information, ensuring all relevant facts are incorporated in final piece.
- Grow bonds of trust allowing clients to be more open to suggested changes.
- Exceed client expectations by producing succinct and compelling copy in a short time, meeting or beating deadlines by a week or more.
- Compose 300+ articles published in print and online, ensuring client messages are heard.
- Write streams of SEO content keeping web sites fresh and increasing rankings by 20-25%.
- Create a variety of marketing materials boosting client business by close to 35%.
- Designed and built web site and Blog for UpWrite Words doubling client list.
- Posted nearly 600 Blog postings.

MANPOWER AT RIGHT MANAGEMENT, Pfizer Career Center, King of Prussia, PA 2010 –2013

Candidate Support and Office Administrator

Prepared course and event materials, tracked attendance, logged web site calendar. Oversaw the operations of Human Resource related workshops and seminars. Handled office functions in a fast-paced, dynamic environment. Facilitated schedules and guided the needs for 1000 ever-changing professionals of various functions and levels.

- Improved content and visual appearance nearly 50 job search handouts by proofreading and refreshing materials.
- Captured Career Center participant evaluation data which enabled Center Manager to evaluate trends and implement improvements.
- Created system for tracking Career Center administrative support ensuring all assignments were completed and in a timely manner.
- Designed, organized and distributed "Employment Opportunities" bulletin that delivered job leads to professionals seeking new career opportunities.
- Streamlined processes cutting class preparation in half, allowing more time for candidate care.

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RANSTAD AT VANGUARD FINANCIAL GROUP, Malvern, PA

2006 - 2008

Technical Writer

Developed and deployed training materials. Interviewed Subject Matter Experts (SMEs) to evaluate as-is procedures and develop best practice enhancements. Acquired technical understanding and wrote 55 financial tracking procedures. Completed gap analysis and provided recommendations to meet organizational objectives, as well as regulatory requirements such as Sarbanes-Oxley. Created and edited graphics to enhance descriptions. Verified clarity of step-by-step instructions by reviewing pre and post test results. Interviewed and worked with 35 SMEs.

- Established rapport with SMEs creating best possible expression for more complete understanding of tasks.
- Kept SMEs focused and on topic while drawing out facts when articulating the process was difficult, resulting in more accurate procedures.
- Identified areas where logic in process had been missed, creating seamless execution of the task while using the procedure.
- Learned and became proficient in company's formula for writing procedures with no training, saving the company time and manpower.
- Developed presentation promoting technical writing project, creating more company-wide understanding of the need for documentation.

RELATED EXPERIENCE

MULTIPLE CHESTER COUNTY REAL ESTATE OFFICES, Home Based

2000 - 2002

Marketing Assistant

Wrote and designed all home sales marketing materials, including articles, ads and sales brochures.

AUTHOR & BLOGGER

Completed two novels and five short stories

Positive Slant Blog: www.AlexandraCoulter.wordpress.com (since 2009)

Non-fiction book in progress

EDUCATION & PROFESSIONAL DEVELOPMENT

Writing Career Coaching with Jonathan Maberry, Bestselling Author and Professional Writer

New York Writer's Workshop

Hay House Writer's Workshop

Business, Sandhills College, Carthage, North Carolina

TECHNICAL SKILLS

Microsoft Office Suite • WordPerfect • Snagit • Dreamweaver • WordPress

Popular email programs - Gmail, Yahoo, Outlook and webmail • Internet Explorer and Firefox • Photoshop

Adobe • Documenting software for the Agile development environment • HTML

WEB SITE

www.UpWriteWords.com