

Let's Just Be Clear.

Laurel Shane

415.684.8524

laurel@letsjustbeclear.com

www.letsjustbeclear.com

I specialize in creating clear, concise, compelling content.

Writing and Editing Experience

- **Founder: Let's Just Be Clear – November 2011 to Present**
 - Operate online content copywriting and copy editing service
 - Write and edit website content, blog posts, newsletters, press releases, and social media
 - Write and edit print copy for training manuals, brochures, presentations, and flyers
 - Clients have included eBay, VEXXHOST, Avontus, Eye Faster, Zen Den Web Design, VideoTov, and more
- **Copywriter: PlanetSoho – April 2012 to June 2013**
 - Wrote and edited content for online business management platform
 - Worked with marketing team to perfect messaging, create campaigns, get media attention, and create lasting relationship with users
 - Managed blog, social media accounts, and newsletters
 - Edited documents including instruction manuals, training materials, and presentations
- **Public Relations Consultant: Hearst Media Services | Bay Area [Through Corestaff] – January 2011 to April 2012**
 - Wrote and edited press releases for clients of GateList advertising service
 - Edited content for clients' SFGate.com landing pages
 - Researched and applied search engine optimization (SEO) keywords to increase clients' page rankings
- **Reports Department: Caporicci & Larson [Now the Pun Group LLP] – August 2007 to October 2010**
 - Created, edited, and formatted documents including audit reports, presentations, correspondence, new client proposals, and more
 - Created and maintained multiple databases for maximum efficiency
- **Associate Editor: Ulysses Press – February 2007 to August 2007**
 - Updated travel guides by fact-checking items, clarifying copy, and writing replacement entries
 - Verified accuracy of index, copyright page, line breaks, page and style continuity, page references, folios, etc.

Volunteer Activities

- **Volunteer: San Francisco Animal Care & Control – October 2015 to present**
- **Editorial Intern: The Onion – January 2007 to May 2007**
- **Contributing Writer/Distribution: Squelch Magazine – September 2005 to May 2006**

Education

- **UC Berkeley Extension**
 - Specialized Program in Professional Writing, June 2013
 - Cumulative GPA: 4.0
- **University of California, Berkeley**
 - Bachelor of Arts in Political Science, May 2006
 - Cumulative GPA: 3.51

Visit www.letsjustbeclear.com/portfolio to view samples of my work.