

Let's Just Be Clear.

Laurel Shane

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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 editing and writing service
 - Write and edit SEO-friendly website content, blog posts, newsletters, press releases, and social media
 - Clients have included Avontus, VEXXHOST, Eye Faster, Zen Den Web Design, Bento for Business, and VideoTov
- **eBay [through oDesk (now Upwork)] – November 2014 to December 2014 and May 2016 to Present**
 - Edit buying guides created by social media influencers for grammar, spelling, and adherence to guidelines
 - Wrote content for high-performing pages
 - Curated images, inventory, and SEO terms for high profile pages
- **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
- **Public Relations Consultant: Hearst Media Services | Bay Area [Through Corestaff] – January 2011 to April 2012**
 - Wrote and edited SEO-enhanced press releases for clients of GateList advertising service
 - Edited content for clients' SFGate.com landing pages
 - Researched and applied 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 presentations, correspondence, reports, 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, including fact-checking, clarifying copy, and writing replacement entries
 - Verified accuracy of index, copyright page, line breaks, page and style continuity, page references, folios, etc.

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.