

chelsea iversen

FREELANCE WRITER

I am a San Francisco-based marketing content writer, helping businesses, nonprofits, and lifestyle publications improve their online presence. I have helped dozens of companies (from tech giants to small mom and pops) develop content strategies and create SEO-ready website copy, marketing collateral, blog posts, and regular emails. My editorial work—centered on wine, travel, and a conscious lifestyle—has engaged an audience of thousands in San Francisco and beyond.

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2009 - PRESENT

MARKETING CONTENT & COPY WRITER

Conscious lifestyle, B2B and technology brands

- Manage blogs and blog calendars for businesses of all sizes
- With a 40% avg. open rate, I reach thousands of customers monthly with blogs and newsletters
- Manage creation of WordPress websites and maintain regular updates
- Develop content strategy for new and ongoing projects and project manage from proposal to completion
- Work with marketing teams to develop and deploy content strategy, goals and reach
- Drive marketing campaigns with industry-level, targeted ebooks, white papers, and collateral
- Write and deliver marketing content, social ads, nurture emails, landing pages, and more

2014 - PRESENT

EDITORIAL WRITER

Travel, wine and conscious lifestyle publications

- Engaged thousands on a monthly basis with wine and travel pieces
- Enhance content quality for multiple publications with strong pitches, thorough research and solid writing
- Published in thebacklabel.com, [B the Change](http://BtheChange.com), [The Bold Italic](http://TheBoldItalic.com), [Where San Francisco](http://WhereSanFrancisco.com), Mode.com

SKILLS

Storytelling	<div style="width: 100%; height: 10px; background-color: white; border: 1px solid black;"></div>
Content Strategy	<div style="width: 80%; height: 10px; background-color: white; border: 1px solid black;"></div>
Project Management	<div style="width: 85%; height: 10px; background-color: white; border: 1px solid black;"></div>
Pitching & Research	<div style="width: 80%; height: 10px; background-color: white; border: 1px solid black;"></div>

REFERENCE

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