

chelsea iversen

FREELANCE WRITER

I am a San Francisco-based 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 environmental issues—has engaged an audience of thousands in San Francisco and beyond.

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2009 - PRESENT

MARKETING CONTENT & COPY WRITER

Conscious lifestyle and technology brands

• **Notable clients: Microsoft, Salesforce, Naturopathic Family Health, Ebates, Fetzer, Zuora, Silicon Valley Ignite, Envoy Global, Compass, BeWhys Marketing, The Ad Learning Exchange**

- Write and manage SEO-based blogs and blog calendars
- Ghost write in-depth thought leadership pieces for industry publication
- Develop content strategies for new and ongoing projects and deploy content strategy with eyes on metrics and business goals
- Write ad copy for social and search
- Drive marketing campaigns with industry-level, targeted ebooks, white papers, and reports
- Write and deliver marketing emails, content, social ads, landing pages, and more

2014 - PRESENT

EDITORIAL WRITER

Travel, wine and conscious lifestyle publications

- Engaged thousands on a monthly basis with wine, travel, and environmental focus
- Enhanced 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

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|---------------------|--|
| Storytelling | |
| Content Strategy | |
| Project Management | |
| Pitching & Research | |