

# chelsea iversen

## FREELANCE WRITER

I am a freelance writer who helps businesses, nonprofits, and lifestyle publications improve their online presence. I have assisted 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 tens of thousands.

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### 2009 - PRESENT

#### MARKETING CONTENT & COPY WRITER

*Technology and lifestyle 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 web copy and blogs
- 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 B2B marketing campaigns with case studies and 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](http://thebacklabel.com), [B the Change](http://BtheChange.com), [The Bold Italic](http://TheBoldItalic.com), [Where San Francisco](http://WhereSanFrancisco.com), [Mode.com](http://Mode.com)

### SKILLS

Storytelling	
Content Strategy	
Project Management	
Pitching & Research	