

Eve Porcello

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Summary Freelance writer, editor, and social media consultant specializing in web content writing, marketing copywriting, technical writing, and social media strategy.

Experience **Freelance Writer** Mar. 2007 - Present

Clients have included:

BuzzBee

- Serving as the content manager of individual pages on the Microsoft Partner Network, tasked with writing, editing, and creating brand specific marketing strategy
- Using clear communication and organizational skills as a project manager to oversee and ensure the delivery of quality marketing materials to client companies of various sizes
- Writing web copy in adherence with SEO best practices and assigned style guidelines
- Engaging in internal marketing activities including planning social media strategy, creating whitepapers and case studies, and web content writing

Little One Books

- Writing product descriptions for a new online children's book retailer
- Outlining marketing ideas and writing press releases for website launch
- Researching children's book authors and illustrators to create bios and identify blog interview candidates

Burning Glass Technologies

- Writing B2B marketing copy to pitch products to various consumer groups
- Making descriptions of highly technical products that are accessible to readers of different backgrounds
- Consistently providing deliverables on time while working under accelerated schedules

National Geographic School Publishing

- Writing scripts for enriching and entertaining online activities for children
- Conducting detailed research on assigned activity topics
- Creating outlines and rough draft screenshots of what each activity slide should look like

ABDC

- Building tables for large content management system using Microsoft Visual Studio
- Writing, proofreading, and formatting copy using SEO best practices
- Editing web copy for other writers then uploading to website via CMS system

Chicago Cares, Inc., Chicago, IL Nov. 2008 – Nov. 2009

Corporate Relations Assistant

- Wrote copy for Chicago Cares website
- Gained project management experience through management of volunteers and event details
- Managed all corporate sponsor teams for Chicago's two largest volunteer service events
- Represented the Development Department at informational sessions about Serve-a-thon and Chicago Cares
- Created marketing emails, letters and packets to targeted audiences to generate event sponsorship interest

Prairie Marketing, Inc., Chicago, IL Mar. 2008 – Nov. 2008

Administrative/Marketing Assistant

- Assisted with project coordination duties such as communicating with clients, articulating specifications to graphic designers, and keeping detailed project records
- Maintained and researched a database of sales contacts to generate new business
- Proofread marketing materials including newsletters, event guides for mainly financial and real estate clients
- Led training sessions for Prairie clients on marketing and design topics

Skills Experience using Windows, Microsoft Office Suite, Microsoft SharePoint, InfoPath, Adobe Illustrator, Adobe Photoshop, Adobe Pagemaker, The Patron Edge, The Raiser's Edge, Bronto, StudioManager, FileMakerPro, Quark, Macintosh Operating System, XML Spy, Microsoft Visual Studio, Basic HTML.

Education DePaul University, Chicago, IL
B.A. History, With Honor—June 2007