

Holly Sinclair

Writer & Digital
Marketer

Holly Sinclair

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Skills

- Excellent writing and editing skills with an ability to see the big picture while focusing on important details.
- Leadership experience with a passion for learning new skills and mentoring others.

Experience

Seafoam Media / Writer

April 2017 - PRESENT, Maplewood, MO

- Draft compelling short- and long-form content that combines SEO knowledge with evocative storytelling.
- Become an expert on each client's audience, central message, and voice/style so that every piece of content is on-brand and effective.
- Strategize and achieve message continuity through all marketing channels to cultivate and engage with each client's customers.
- Brainstorm with team members to develop content strategy that increases site traffic and delivers ROI.

Influence & Co. / Freelance Writer

September 2016 - April 2017, St. Louis, MO

Researched and wrote blogs on topics in the financial sector.

Lift for Life Academy / Teacher

February 2014 - April 2017, St. Louis, MO

- Taught English and composition to at-risk youth, partnering with Saint Louis University to instruct college-bound students.
- Wrote curriculum for students at various levels of proficiency, with an emphasis on literacy and differentiated learning.
- Researched best practices to provide the most comprehensive instruction possible and stay current with rapidly changing trends in the field of education.
- Mentored beginning teachers and built positive relationships with students, parents, and school leaders.

Maryville University / Adjunct Professor

July 2012 - February 2014, St. Louis, MO

Taught incoming college freshmen and adult learners the basics of critical reading and composition, consistently earning high survey scores and building positive relationships with students and colleagues.

Freelance Tutor & Editor

June 2012 - April 2017, St. Louis, MO

Privately offered ACT test preparation, English language tutoring, and editing services for students in high school, college, and graduate programs.

James Sandoval Preparatory Academy / Acclaim Academy

Teacher

July 2006 - June 2012, Phoenix, AZ

- Taught English and writing intervention to at-risk students, writing daily lessons that reflected state standards and met the needs of students at various levels of English proficiency.
- Managed a classroom in which students were able to develop reading and writing skills in a welcoming, creative environment.

Charles Schwab / Knowledge Base Editor & Email Representative

May 2001 - July 2006, Phoenix, AZ

- Managed a database of approximately 1,300 client correspondence articles, editing content regularly to ensure accuracy and quality.
- Wrote new articles as business needs arose, researching market regulations, technical issues, and internal business policies and working with compliance experts to create effective copy for email representatives.
- Responded to client needs promptly and professionally in writing, researching market regulations to resolve problems.

Education

Arizona State University / Master of Fine Arts - Creative Writing

August 2002 - May 2006, Tempe AZ

Member Poets & Writers, Associated Writing Programs. Volunteer Associate Editor, *Hayden's Ferry Review*

Westminster College / Bachelor of Arts - English

August 1995 - December 1999, Fulton, MO

Graduated *magna cum laude*. Member Sigma Tau Delta & Westminster College Publications Board

Certifications

Digital Marketing Fundamentals Certificate / University of Vermont

Issued June 2020

Missouri Teaching Certification in Secondary Language Arts

Issued June 2013