

# Holly Sinclair

## Content Marketer

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### Holly Sinclair

5136 Heege Rd  
St. Louis, MO 63123

314.326.0124  
hollysinc@gmail.com  
mssinsin.blog

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### Skills

- Demonstrated creative writing ability and range, with a talent for both big picture thinking and attention to detail.
- Leadership experience in both digital marketing and education with a passion for learning new skills and mentoring others.

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### Experience

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#### Seafoam Media / Writer

April 2017 - PRESENT, Maplewood, MO

- Develop content strategy that increases site traffic and delivers ROI.
- Draft short- and long-form content that combines SEO knowledge with evocative storytelling.
- Gain in-depth understanding of each client's audience, central message, and voice/style so that every piece of content is on-brand and effective.
- Achieve message continuity through all marketing channels to engage with each client's customers.

#### Influence & Co. / Freelance Writer

September 2016 - April 2017, St. Louis, MO

Researched and wrote compelling 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.

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## **Education**

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### **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

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## **Certifications**

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### **Digital Marketing Fundamentals Certificate / University of Vermont**

Issued June 2020

### **Missouri Teaching Certification in Secondary Language Arts**

Issued June 2013