

CHRISTINE MCDONALD - COPYWRITER
~ **Holistic Health, Hospitality, Entertainment & Fundraising Industry** ~
P.O. Box 105, Winchester, MA 01890 ~ 617-872-5268
www.the-Write-Copywriter.com
Boston, MA – Cape Cod, MA

OBJECTIVE:

Web, Blog, Social Media and Review Writing
Servicing Holistic Health, Healing Arts, Hospitality, Entertainment & Fundraising Industry

QUALIFICATIONS:

- Web copywriting – basic HTML – SEO Copywriting – WordPress blog software
- Social Media copywriting
- Blog copywriting
- Facebook Administration
- Catalog/product copywriting
- Fundraising copywriting
- Newsletter writing (e-letters and hard copy content)
- General and Direct response copywriting
- Public relations/entertainment writing
- Creative writing and its many forms...I even do lyric and songwriting

SPECIALTIES:

I write web, blog, social media and review copy for the following markets:

- Holistic and Alternative Health
- Healing Arts
- Hospitality
- Entertainment
- Fundraising

PORTFOLIO:

Editing/Proofreading: prepared, edited and proofread legal transcripts giving specific attention to grammar, spelling, content and page layout under a deadline oriented environment; copyedited a spiritual book manuscript

Entertainment: news, CD/DVD review, concert review, music video review, interview/podcast, contest copy

Graphic Design: (not my specialty but) I have created graphic design for a variety of cards, invitations, announcements, tee shirt, brochures, business cards, postcard campaigns, posters

Web Copy: A #1 Google searched website from idea conception to copy and design www.The-Write-Copywriter.com; a Top5 Google searched healing arts website from idea conception to complete copy www.MyLittleShangri-La.com;

Blog Copy: My copywriting blog www.thewritecopywriter.wordpress.com, an inspirational blog www.brainbrewblog.wordpress.com, a country music blog writer www.countrymusicpride.com/author/christine

Facebook Admin: www.facebook.com/thewritecopywriter and www.facebook.com/countrymusicpride

Co-editor: www.CountryMusicPride.com -writing, editing, posting and delegating assignments to writers; interacting with artist labels, management and PR firms; contribute to the decision making process of the overall blog.

Teaching/Consulting/Mentoring: taught a creative writing class and assisted with college essay writing

Public Relations: press releases, presentation portfolio, newspaper article

WORK HISTORY:

Web/Social Media/BlogCopywriter (present); **Facebook Admin** (present); **Transcriptionist** (2003-2009);

Freelance Court Reporter (Boston 1979-2002)

EDUCATION:

- 🕒 **Social Media copywriting** (presently and ongoing)
- 🕒 **Web Copywriting** (2008 . . . ongoing)
- 🕒 **Catalog/Product copywriting** (2008)
- 🕒 **American Writers and Artists Institute** (AWAI), direct response copywriting (2006-2008)
- 🕒 **General Copywriting** (2003-2005)
- 🕒 **Writing at Last** creative writing (2005-2006)
- 🕒 **Songwriting** (NSAI) Nashville Songwriters Association International (2004-2006)
- 🕒 **Marketing course** (1993)
- 🕒 **Creative Writing** (Institute of Children's Literature, Redding Ridge, CT – 1979)
- 🕒 **Associate in Science** Minor in Court & Conference Reporting, Mass Bay Community College (1979)