

Christine McDonald

Journalist - Writer - Editor
copy - content - column

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[Linked In Profile](#)

PROFILE SUMMARY (2008-present)

Freelance writer with five years **writing, editing, copy/content writing** and **journalism** experience creating **web, blog, social media, review** and **article copy**. Print, online. Concentration in **holistic/alternative health, lifestyle, spiritual & entertainment**.

- Designed website, blog and social media look, feel, layout and content.
- Wrote web, blog, e-book, review, e-letter, interview, article copy. Print, online, newspapers, magazines.
- Increased readership through social media outlets.
- Planned, delegated, coordinated in-house, freelance writer content and contributions.
- Produced and edited video and podcast materials.
- Interacted with artists, record labels, management and PR firms.
- Collaborated with editorial staff to bring new, innovative ideas to publication.
- Wrote course books, classroom and teaching materials, miscellaneous collateral pieces.
- Proofread and edited transcripts, manuscripts, contributors' copy, giving specific attention to grammar, spelling, content, voice, page layout. Deadline oriented environments.

EXPERIENCE

Web / Social Media (design-content-maintenance-admin)

- Designed, maintain and administer website, blog, social media look, feel, layout, content
- Researched niche company names, keywords, URLs.
- Consulted on website content, design changes; social media implementation and use
- Created e-letter copy for monthly health newsletter
- Conducted interviews, wrote news, reviews (album/video/book/concert), contest copy, feature articles
- Wrote/recorded lead-in/fade-out and interview content for podcast
- Acted as primary Facebook admin increasing followers and participation
- Researched, outlined content, design, layout for Reiki e-book
- Produced business promo video
- Wrote Google AdSense copy, online landing page copy

Newspaper / Magazine

- Wrote magazine display ad, classified ad copy, newspaper insert course description, newspaper article

Editorial / CopyEditing

- Write, edit, publish blog posts; delegated assignments to writers, interact with artists, record labels, management, PR firms; contributed to the decision-making process of overall blog
- Prepare, edit, proofread legal transcripts, spiritual book manuscript giving special attention to grammar, spelling, content, page layout, voice and syntax under deadline-oriented environments

EDUCATION

Online courses / Webinars / Degrees:

- Social media writing / copywriting / marketing (2011)
- Column Writing (2009 / 2014 to present)
- Web writer / copywriter (2008)
- General Copywriting (2003-2005)
- Direct response copywriting (2006-2008) – American Writers and Artists Institute
- Songwriting (2004) – Nashville Songwriters Association International
- Associate in Science – Court and Conference Reporting – Massachusetts Bay Community College

OTHER

- Basic HTML – SEO writing – WordPress blog software - familiar with AP Stylebook and Chicago Manual
- Designed, created, maintain a 5-year, #1 Google-searched 'holistic health writer/copywriter' website and a 1-year, Top 10 Google-searched 'Reiki Boston/Reiki Cape Cod' website

MEMBERSHIPS

National Society of Newspaper Columnists (NSNC), Network of Boston Business Women, Article and Blog Writing Specialist, Music & Entertainment Professionals, Nashville Music Industry