



Shavonne Clarke

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Profile

An entrepreneurial writer, editor, and digital enthusiast with sophisticated understanding of content creation and management.

Experience

Editor - Edits by Shavonne

August 2017 – Present // Houston, TX

- **Editing** – Provide over a dozen writers with ongoing editing services at three levels: developmental, copy, and proofreading. Currently booking four months out.
- **Project Management** – 100% on-time completion rate while regularly managing concurrent projects.

Manager, Web Editor - Save the Children Action Network (SCAN)

May 2015 – August 2017 // Washington, D.C.

- **Content Management** – Managed all aspects of SCAN's website and blog, including: planning, writing, and organizing content; setting annual goals; training and supporting staff; troubleshooting issues; and analytics reporting.
 - Spearheaded the creation of a blog on the organization's website. Directed all content acquisition, organization, and the editorial calendar.
- **Website Design** – Led a year-long migration and rebuild of the organization's website on WordPress, managing all aspects of the project, including: creation of the RFP, relationships with vendors, contracts, collaboration with stakeholders, and all content planning and creation. Completed under budget.

Web Content Strategist - National Association of Realtors

January 2014 – May 2015 // Washington, D.C.

- **Content Strategy** – Conceptualized and created a new section of the REALTOR.org website with over 50 additional pages. Redesigned two of the site's most highly-trafficked landing pages.
- **Project Management** – Oversaw the development, creation and launch of the association's newest blog.

Additional Experience

August 2008 – May 2013 // College Station, TX & West Lafayette, IN

- Taught rhetoric & creative writing courses to college students at Texas A&M University and Purdue University.

Professional Skills

- Writing & Editing
- Content Management
- Digital Strategy

CMS

- WordPress
- Drupal

Scripting

- HTML
- CSS

Software

- Google Analytics
- Omniture
- Adobe Creative Suite
- JIRA

Social Media

- Facebook
- Twitter
- Instagram
- YouTube

Education

- Purdue University – MFA, Creative Writing
- Texas A&M University – MA, English
- Sweet Briar College – BA, English