

# KATE EARLEY

TECHNICAL & CONTENT WRITER



Email for Information



ka615029@ucf.edu



West Melbourne, FL 32904

## EDUCATION

### BACHELOR'S DEGREE

Writing & Rhetoric with Professional Writing Specialization,  
Minor in  
Technical Communication & Creative Writing  
University of Central Florida  
2024 – 2027

### ASSOCIATE DEGREE

Communications Sciences  
Eastern Florida State College  
2009 – 2011

## SKILLS

### // PROFESSIONAL

- Email Marketing
- Content Creation
- Social Media Marketing
- Client Needs Assessment
- Business Management
- Budgeting & Project Planning
- Project Implementing
- Customer Service
- Conflict Resolution

## VOLUNTEER

### PTA BOARD SECRETARY

Christa McAuliffe Elementary  
2016 / Palm Bay, Florida

### LITTLE LEAGUE BOARD MEMBER

Palm Bay West Little League  
2016 / Palm Bay, Florida

### ASSISTANT TROOP LEADER

Girl Scouts of America Troop #749  
2013 / Palm Bay, Florida

## SUMMARY

Self-motivated, up and coming technical and content writer. Currently studying at the University of Central Florida in Writing & Rhetoric and am seeking to gain experience in copywriting. I possess strong creative and writing skills, a background in graphic design, social media marketing and e-commerce websites. I possess proficient skills in Microsoft Office products, Adobe Design Products, multiple social media platforms, and web applications such as WordPress, WooCommerce, and MailChimp.

## WORK EXPERIENCE

### OWNER/OPERATOR

Planner & Paper Company / West Melbourne, Florida / 2017 – Present

Graphic Designer and Content Creator for sole-proprietorship business.

- Created graphic designs to be used for physical and digital products.
- Designed marketing materials for social media and email ad campaigns.
- Managed an E-commerce website utilizing WordPress and WooCommerce.
- Implemented SEO strategies to optimize product listings.
- Knowledge of HTML when creating web-based content.
- Created email marketing campaigns utilizing MailChimp.
- Content creation for social media platforms – Pinterest, Instagram, Facebook

### SUBSTITUTE TEACHER

Odyssey Charter School / Palm Bay, Florida / 2013 – 2015

Substituted for primary teacher in the classroom due to their absence at a multi-campus facility.

- Supervised a classroom of 30 students during the school day.
- Followed lesson plans left by the primary teacher.
- Arrival and dismissal responsibilities.

### MEDICAL SECRETARY

Osler Medical Group / Melbourne, Florida / 2002 – 2004

Front office staff position in a busy family practice doctor's office.

- Greeted patients at check-in.
- Assisted patients with scheduling appointments within our office as well as testing and specialist referral appointments.
- Managed patients' insurance(s) and payment accounts