**Brianna Roney**

brianna.m.roney@gmail.com

Richardson, TX 75081 | (817) 501-7669

Portfolio: <https://signatureportfolio.wixsite.com/briannaroney>

**SUMMARY**

Incorporates a collegiate background in advertising with over five years of firsthand proofreading, editing, and writing experience to offer employers a proven history of completing projects with quality, efficiency, and creative flair. Consistently produces superior SEO meta descriptions and advertising expertise in a wide range of business settings.

**EDUCATION**

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| **The University of Texas at Arlington** | Bachelor of Arts, Advertising |  *May 2018* |
|  | Minor: English |  |

**EXPERIENCE**

**TNT Dental –** Copywriter; Richardson, TX

*September 2021 – Present*

* Researching a wide range of dental procedures
* Writing and editing blogs for client websites based on that research

**Golden Proportions Marketing** – Freelance Copywriter; Milton, PA January 2021 – September 2021

* Researching a wide range of dental procedures and writing copy based on that research for client websites
* Participating in email and phone conversations regarding projects to iron out details

**Adecco** –*News Analyst (Dataminr);* Phoenix, AZ (Remote) *December 2020 – August 2021*

* Working with breaking news, current events, and alerting companies to relevant social media posts that may present reputational or financial risks
* Writing captions for alerts to summarize newsworthy events for those who subscribe to the service such as reporters, law enforcement, company executives, and others

**Caliber Home Loans** –*Complaint Writer;* Coppell, TX *February 2020 – November 2020*

* Collecting information through research and communicating with other departments and external partners
* Crafting responses to borrower complaints and finding a resolution

**Army and Air Force Exchange Service** –*Contract Copywriter;* Dallas, TX *September 2019 – January 2020*

* Writing and editing copy for the company website
* Working with buyers and vendors to resolve issues with information related to copy

**North Dallas Gazette** –*Freelance Writer and Researcher;* Dallas, TX *March 2019 – June 2019*

* Providing meaningful insights through data collection and consolidation in Excel
* Writing creative articles related to the data collected
* Scheduling posts on social media

**Rambler Newspapers** –*Freelance Writer and Reporter;* Irving, TX *January 2019 – May 2019*

* Interviewing attendees of local events and using quotes from those interviews to craft stories about local happenings
* Taking photos of events to be used on social media as well as on the newspaper’s website and in physical issues
* Crafting engaging, concise, error-free content to be disseminated across various channels

**Anna Sova** –*Contract**Book Researcher;* Dallas, TX *March 2019 – April 2019*

* Collecting copy and graphs for a book outlining how the interior design industry impacts climate change
* Citing sources of the collected data

**Vaco** –*Contract Quality Reviewer (Capital One);* Plano, TX *June 2018 – February 2019*

* Reviewing and editing investigation stories related to money laundering, fraud and other illegal activity
* Communicating with investigators to correct errors and to find ways to avoid errors in the future
* Attending daily meetings with management and other members of quality review to give feedback and improve daily processes

**Self-employed** –*Freelance Writer and Editor;* Remote *February 2016 – Present*

* Writing and editing blog posts, social media content and more for clients across the country
* Balancing multiple projects at once with varying voices, styles, and other characteristics demanded by the industry

**LEADERSHIP EXPERIENCE AND ACTIVITIES**

**Mad Science Group Inc.** - *Mad Scientist (Instructor)*  *December 2015 - February 2016*

* Teaching children about science through fun experiments
* Administering quizzes related to the experiments and oversaw various other activities

**ADDITIONAL EXPERIENCE AND ACTIVITIES**

* Aided high school newspaper staff in raising over $15,000 for cancer research at MD Anderson
* Published work in a nationally released collection of essays

**ADDITIONAL INFORMATION**

**Computer Skills:** MS Excel, Outlook, Word, PowerPoint, Adobe Creative Suite, WordPress, Google Workspace

**Additional Skills**: Exceptional researcher, effective communicator, self-starter, skilled writer and editor, SEO optimizer

**Work Eligibility:** Eligible to work in the U.S. with no restrictions