
LORALEE N. SEPSEY

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PROFESSIONAL SUMMARY

Creative, committed, and detail-oriented freelance writer, experienced in drafting copy, workshop leadership, spearheading mobile and web UX, copyediting, marketing, branding, launching websites, producing blogs, deploying chatbot AI, and developing social media content. Deadline-driven, with the aptitude to thrive in fast-paced environments and adhere to strict and short deadlines. Demonstrated ability to collaborate cross-functionally with marketing, merchandising, and design teams to create cohesive and effective materials, as well as externally with high-profile clients. Highly skilled at adapting written content to different industries, voices, and audiences while following strict style guides. Proficient at search engine optimization (SEO), online traffic analysis, and targeted content creation.

PROFESSIONAL EXPERIENCE

Freelance Writer | *Self-Employed: Orange County, CA*

JUN 2019 – PRESENT

- Collaborates extensively with clients to understand their unique communication needs (e.g., writing, copyediting, marketing, branding); develops recommendations and implements solutions that exceed expectations.
- Drafts and posts relevant web content for high-profile clients (e.g., personal injury law firms, cloud computing organizations) reaching an audience of 20,000+ readers per month; creates, copy edits, and proofreads site and marketing projects across channels to ensure accurate spelling, grammar, formatting, clarity, and legal compliance.
- Oversees SEO-driven projects to assist with boosting site rankings and traffic.

UX Copywriter | *Cercacor Laboratories, Inc.: Irvine, CA*

JUL 2019 – MAY 2020

- Collaborated with internal stakeholders (e.g., UX/UI designers, software developers, subject matter experts, UX researchers, marketing professionals, senior leadership) to produce engaging and high-quality content consisting of thousands of words per month; assisted in the execution of the approval and usability testing processes.
- Acted as a steward in development of the lifestyle management BonV application brand and voice; created marketing materials for BonV as well as the coaching program that was deployed as a part of the application.
- Managed project that streamlined survey results, resulting in a reduction of confusion and the ability for all stakeholders to access accurate data in separate tabs customized for different teams (e.g., shipping/receiving, marketing, UX/UI); maintained data throughout duration of the study.
- Oversaw the production of written content for use on BonV (e.g., educational modules, audio scripts, chatbot content, in-app text).
- Assisted in the development and execution of various marketing initiatives (e.g., branding, slogans, ad and SEO copy, website redesign/webpages, social media captions, landing pages), resulting in a 20% increase in social media followers and engagement on Facebook and Instagram.
- Launched and managed Cercacor and BonV blog, which included topic ideation, writing, editing and facilitating quality assurance reviews.
- Produced and disseminated email content for 200+ subscribers to Cercacor's mailing list.

Web Content Writer | *Content Equals Money: Remote*

OCT 2018 – MAY 2019

- Produced 40K+ words of written copy per week across multiple industries, ensuring to remain in compliance with strict style guides and adapt specified brand voices.
- Created webpages, social media posts, blog content, white papers, press releases and other pieces of content, ensuring to adhere to strict and tight deadlines.
- Recognized as top-performing writer for SEO content generation.

EDUCATION | CERTIFICATIONS

Master of Fine Arts | Creative Writing – Poetry | *Institute of American Indian Arts: Santa Fe, NM*

MAY 2021

Bachelor of Arts | English | Emphasis: Creative Writing | *Stanford University: Stanford, CA*

JUN 2018

Interdisciplinary Honors in Education, minors in Education and Native American Studies
Stanford Alumni Award of Excellence Recipient (awarded to only 10% of Stanford graduates)

CORE COMPETENCIES | TECHNOLOGIES

- Research
- Internal Communications
- Social Media/Blog Management
- UX/UI
- Marketing
- SEO

- Excellent Communication (Written & Verbal)
- JIRA & Confluence
- Wordpress
- Wix
- Typeform
- Workshop Leadership
- Poetry / Fiction