

# SHARILEE BEYNON



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**WRITING PORTFOLIO:** <http://sharileebeynon.com>

## SUMMARY OF QUALIFICATIONS & SKILLS

- Experienced, organized, and proficient copywriter, blogger, and creative writer, skilled at researching and curating necessary information to insure trusted information on timely topics for advertorials, articles, blog posts, emails, social media, reviews, white papers, and other projects;
- Ghost-copywriter working with more than 40 different industries encompassing all lines of insurance vehicles including risk insurance, investing, blockchain technology, finance, cryptocurrency, real estate, title insurance, manufacturing, retail, paper and plastics industry, legal, historical, health and wellness, marketing, and church growth—writing from the standpoint of gaining the maximum ROI for clients;
- Professional B2B and B2C copywriter of online content—employing SEO proficiencies—strategically placing targeted keywords in pursuit of the ultimate goal—to optimize client’s content with the search engines;
- Proven time management and prioritization skills with strict adherence to deadlines;
- Self-motivated, trustworthy and dependable;
- Strong language and grammar skills with experience creating ad content;
- Proof reading and editing skills;
- Light graphic work using GIMP—always drilling down to learn more;
- Computer literate on a pc using Windows 10;
- Fair proficiency on developing, optimizing, and managing WordPress websites, with some design experience;
- Experienced with SEO and Social Media marketing, SM account establishment and page set-up;
- Familiar with and daily use of Microsoft Office 2016—Word, Excel, PowerPoint, and Publisher

NOTE: Unlike news—creative, editorial writing and copywriting is mostly about getting the reader to take action. The action might be to purchase, opt-in, or engage with a product, service, or company because they have learned something, been convinced of value, or are otherwise motivated to take action.

## PROFESSIONAL EXPERIENCE

**2014-2021:** Currently, I work from my virtual office as a freelance researcher, article and blog copywriter, marketer of information products, and social media manager—also engaging in website development, maintenance, and optimization

**2012-2013:** Working PT from my virtual office as a freelance writer and virtual assistant to real estate agents from around the country, I wrote blog posts, managed their social media, MLS, Research & Craigslist listings, and produced O&E searches for other Realtors® and investor clients.

**2003-2012:** As a 214 FL Licensed Title Agent—I worked for several title companies in Florida, until 2006 when I started & operated my own business with Innovative Title Insurance Co. until the real estate industry experienced a devastating housing bubble.

**1998-2003:** As sole proprietor for GoldaVere IMS, I was an independent contractor and a certified Orange County, FL Adult-Education Instructor, writing some curriculum and conducting business-writing workshops, along with curriculum development and other written material on various workshop topics, for Walt Disney World, AT&T, Orange County Government employees, and for the employees of several of the large hotels on the West side of Orlando.

**1997-1998:** The first love in my life has always been to be a writer. I went to work as an editor and reporter for a small town newspaper, I managed other reporters for the paper and worked as a part-time freelance writer for local magazines.

**1989-1997:** I founded and operated a wholesale paper and retail packaging, wholesale distribution company—which was eventually sold to another company in Tampa, FL; I then joined in partnership to manufacture custom chocolates, packaged in custom packaging for businesses and tourist hotels in Orlando, FL, and after two years, we sold the business to another chocolate company.

The first career I enjoyed was as an insurance debit agent for Independent Insurance Company. I collected the debit and sold insurance to migrant workers and low-income families in the central Florida area of Groveland, FL. I later went to work for Investors Diversified Services (IDS) and then Lincoln National Insurance Company as an agent and estate planner. I held a 215 FL Insurance License with an accompanying Series 6 Securities License.

## EDUCATION

Attended Lake Erie College, Painesville, Ohio, History and Journalism

Attended Mesa College, Grand Junction, Colorado, English

Valencia College, Orlando, FL, A.A. Degree in Liberal Arts & Journalism

## FREELANCE INFORMATION

### Rates Are By the Job or By the Hour

#### Writing by the word or by the hour:

- **Advertising and Promotional Materials:** The range can be up to 250 or more words, but it is usually far less than that, and the copy is informative and subtly leads through a series of steps toward a call to action.
- **Articles and Essays:** The range is from 250—1500 words, which can be informative business style, informal or opinion pieces (including How-To) with the focus on getting the editor to purchase the article for publication, or with the focus on getting the reader to take action by clicking through to a company website or other ...
- **Blog posts:** The range is from 200--1500 words, which can be informative business style, informal or opinion pieces with the focus on getting the reader to take action regarding an opt-in, purchase a product, purchase a service, or join a membership ...
- **Case studies:** The range is from 500 to 1500 words, and they are similar to testimonials, but they are written from a slightly different point of view—more like a story--explaining the ways in which a company has helped customers save time, money, etc.
- **Emails:** The range is from 50 to 150 words, which is normally informative and enticing marketing copy, with a certain purpose in mind, and they include a call to action with convenient links provided for customer's easy response.
- **Industry reports:** They can be any length, but they require in-depth research and well-documented source materials expounding upon a certain issue or trend within an industry.
- **Social media posts:** The range is from a few characters up to 280 characters, including links, for tweets and usually several lines and a link for Facebook updates and interaction (other social media as well).
- **Website copy:** Can be any number of words, depending on the purpose of the copy, however, keyword research, and SEO research is vital to the success of this type of copy, so the research demand is greater.
- **White papers:** The range is from 1,500-2,500 words, slanted as literary, informative, or educational material with or without marketing overtones, and although a white paper is typically objective and useful, they offer solutions to problems, which can be solved by the client's products or services.

#### PLEASE VISIT THE FOLLOWING SITES FOR MORE WRITING EXAMPLES:

[www.ShariLeeBeynon.com](http://www.ShariLeeBeynon.com)

[www.Run4ThePrize.com](http://www.Run4ThePrize.com)

[www.TheGlutenAlarm.com](http://www.TheGlutenAlarm.com)

[www.BloggingMyWayForward.com](http://www.BloggingMyWayForward.com)