|  |  |
| --- | --- |
| **Elizabeth A. DeVido**  Content Development & Management | devidoelizabeth@gmail.com • 910.599.7751  [LinkedIn](http://www.linkedin.com/in/elizabeth-devido) • Wilmington, NC 28409 |

Summary

Innovative professional with hands-on experience planning, editing, and publishing inspiring web content to increase online engagement and revenue. Proven excellence in identifying opportunities and recommending improvements to existing internal processes and content. Skilled in ensuring consistency in terms of fonts, style, images, and tone, delivering easy-to-understand and smooth-flowing content. Demonstrated leadership abilities in directing teams for on-time completion of complex tasks. Articulate communicator; excels at nurturing professional relationships at all levels by utilizing interpersonal communication skills. Possess in-depth knowledge of WordPress, Microsoft Office Suites, and GSuite.

**Areas of Expertise**

|  |  |  |
| --- | --- | --- |
| * Articles & Features * Interviewing & Reporting * Style Guide Management * Sources & Citations | * Proofreading and Publishing * Copy & Content Editing * Market Research & Analysis * Continuous Process Improvement | * Syntax Tone & Sentence Structure * Cross-functional Collaboration * Complex Problem Resolution * Customer Service & Satisfaction |

**Education & Credentials**

**Bachelor of Arts in English with Cum Laude Honors** University of North Carolina Asheville, Asheville, NC, December 2021

**High School Diploma with Honors Distinction |** Coastal Christian High School, Wilmington, NC, 2018

**Professional Experience**

**Copywriter, Neon Canvas, Memphis, TN 2022**

Wrote SEO, blog content, and web copy for clients and worked with a collaborative creative team. Specialized in writing Phase 1 and Phase 2 website content. Researched a variety of topics to maximize web results.

**Freelance Content Writer, Otena Concepts, Wilmington, NC 2021**

Manage SEO content development, scriptwriting for ads, and social media management. Identified customers’ needs and recommended new content to address gaps. Conducted comprehensive research on industry-related topics in order to develop original content.

**News Intern, Blog Writer, WNC Magazine Asheville Grit, Asheville, NC 2021**

Researched, wrote, edited, and published content for WNC Magazine Website Engaged with writers from Blue Banner newspaper to generate local news pieces. Interviewed locals and participated in multiple events to cover for the website. Facilitated the launching of the Asheville Grit Branch by leading organizational efforts.

**News Intern, Port City Daily, Wilmington, NC 2019**

Contributed to Port City Daily website content development, encompassing research writing, proofreading, editing, and publishing articles as per set guidelines to meet online-traffic goals.

**Contract Writer, Lift Content & Creative,** **Wilmington, NC 2018**

Planned and developed marketing materials, customer newsletters, and advertisements. Executed research, wrote, and published captivating content in blogs and social media sites to engage the targeted audience. Edited and polished existing content to improve readability. Proofread content for inconsistencies and errors.

**Additional Experience**

Customer Associate, Walgreens, Wilmington, NC

Customer Service Representative, Barnes and Noble at University of North Carolina Wilmington, Wilmington, NC

**Published Work**

*Animal Eyes and Other Stories*. Red Hawk Publishing. 2022

*Wicked South: Secrets and Lies*. Blue Crow Publishing, 2018

*The Z-Word*. Big Dawg Productions, 2017

Frame Story, *The Wizard of Oz*, United States International Ballet, CCHS 2017

*The Bohemians*. Big Dawg Productions, 2016

**Certifications**

The Poynter ACES Certificate in Editing, Poynter

Social Media Certified, Hubspot

SEO Content Certified, Hubspot

Content Marketing Certified, Hubspot

Google Analytics Certified, Google Academy

Wordpress Certified, Google Academy

**Honors & Awards**

UNCA Honors College Member in Good Standing, 2018 – 2021

UNCA Chancellor’s List, Fall 2020 / Fall 2021

UNCA Dean’s List, Fall 2019 | Spring / Fall 2020

Pisgah Scholarship Recipient, University of North Carolina Asheville, 2018

Gold Award, Girl Scouts of America, 2018