



# Sharon Wilfong

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[merakiwriting.com](http://merakiwriting.com)

## PROFESSIONAL SUMMARY

Versatile content writer proficient in researching, writing, editing, and repurposing content for social media. Works with minimal input to produce engaging, authoritative, and error-free work. Autonomous yet communicative with a 10-year history of superior performance in remote environments.

## SKILLS

- Creative, journalistic, and educational writing
- AP style expertise
- Consistent brand messaging
- Keyword research
- Search Engine Optimization (SEO)
- Cloud-based environments, including Microsoft 365
- Google: Drive, Analytics
- SaaS
- Ecommerce
- Ghostwriting

## WORK HISTORY

### CONTRIBUTOR AT BESTCOLLEGES

04/2021 to 1/1/2023

#### Red Ventures | Fort Mill, SC

- Write high-quality educational content under deadline
- Complete thorough research into assigned topics
- Link to internal pages and external resources
- Develop copy while maintaining brand voice
- Use Google Docs to submit written content
- Write content utilizing specific keywords to improve SEO ranking

### FREELANCE CONTENT WRITER

01/2013 to CURRENT

#### Meraki Writing | Long Beach, WA

##### Clients

##### Writer Access | Newton Centre, MA 11/2019 - Current

- 5-star content ghostwriter with flawless performance
- 700,000+ words delivered on over 600 completed projects for various WA clients' WIX and WordPress websites
- Content Writing: Blog posts, web landing pages, community pages, articles, guides, whitepapers, press releases
- Topics: Education, technology, eCommerce, marketing, lifestyle, and health

The Income Store | Quarryville, PA 09/2017 - 11/2019

- Produced ghostwritten content for various IS clients' Shopify and WordPress sites
- Meta descriptions and alt image tags
- Image sourcing
- Concise, eye-catching headlines
- Collaborated with team of writers and content marketing strategists
- Edited content writers' work to ensure clean error-free text before advancing it to publish

The Cult Critic Film Magazine | Kolkata, India 09/2017 to 09/2019

- Wrote 3-5 independent film reviews per month
- Interviewed filmmakers for 2-3 written interviews monthly
- Edited 10–20 reviews from various writers per month
- Approved final versions for publication
- Pitched content strategies and managed visual asset acquisition  
Posted and promoted articles on independent films and interviews with filmmakers on Facebook and Twitter social media platforms
- Guided and motivated staff to achieve demanding targets under tight deadlines
- Checked reference sources

**PROGRAM SPECIALIST**

*12/2015 to 10/2018*

**COMMUNITY COLLEGE | Shoreline, WA**

- Secured federal Perkins Grant awards for Workforce Education
- Wrote, reviewed, and edited proposals for the Perkins grants, mini-grants, and contracts
- Researched and reported on existing programs
- Gathered and organized printed materials required for program participation
- Coordinated communication among associations, allies, stakeholders and members to foster sales and connections between departments

**EDUCATION**

**MA | Creative Writing**

*04/2021*

**SOUTHERN NEW HAMPSHIRE UNIVERSITY**

- Member of Phi Theta Kappa

**BA | New Media Communications, Content Marketing**

*04/2018*

**SOUTHERN NEW HAMPSHIRE UNIVERSITY**

- Member of Sigma Tau Delta

**AAAS | Digital Film Production**

**Shoreline Community College, Seattle, WA**

Writing, directing, and independent film production (2013-2016)