

Shawnie Hamer

Copywriter/Editor

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Innovative Copywriter with background in education, community organization, and the arts, bringing 10 years of experience in proven effective marketing and advertising strategies. Possessing strong creativity to deliver unique copy, cultivate and retain key client relationships, and in-depth knowledge of competitive campaigns and offerings.



Work History

Feb 2020 - **Content Writer/Editor II**

Current

Independence University, Salt Lake City, UT

- Write and edit high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
- Evaluate course requirements and content standards for each project in order to produce copy in line with creative structure.
- Collaborate with writers, editors, graphic designers, and management to create goal-driven content that meets accreditation standards.

Aug 2013 - **Writer & Editor**

Current

Freelance

- Freelance writing and editing for creative, professional, and technical projects.
- Leveraging various social media platforms and CMS applications for multiple clients simultaneously.
- Creating and editing content for blog posts, emails, articles, marketing campaigns, and websites.
- Delivering innovative and thought-provoking writing before scheduled deadlines.
- Utilizing exceptional writing, editing, and proofreading skills to produce engaging and error-free content.

Jan 2019 - **Founder**

Current

Collective.aporia, CO

- Founder of collective.aporia, an international arts collective featuring monthly online workshops and *apo-press.

- Create and manage social media and website content for marketing and community engagement purposes.
- Manage international team of six creatives.
- Act as liaison to the international arts community, recruiting workshop facilitators and contributors.
- Review team performance to improve processes, procedures, and practices.

◆ **Oct 2018 - Online English Instructor**

Oct 2019

Likeshuo

- Taught English to Chinese adults in one-on-one, small group, and lecture classes via online platform.
- Utilized ELL and Feminist pedagogical approaches to create an inclusive classroom environment.
- Edited online curriculum to ensure effective and creative class content.
- 99% student satisfaction rate.

◆ **Sep 2019 - OnRamps Writing Assessment Specialist**

Feb 2020

University of Texas at Austin, Austin, TX

- Gave student-centered feedback on multiple drafts of rhetorical essays.
- Incorporated exciting and engaging activities to reinforce student participation and hands-on learning.
- Met with administrators and department team members to work on curriculum planning and assessment methods.

◆ **May 2019 - Remote Copywriter**

Feb 2020

Minute Media, New York City, NY

- Wrote advertising and pop culture copy for online content, adhering to Minute Media's overarching brand identity and personality.
- Collaborated with creative director and copywriting team in completing all phases of projects, from planning to on-time completion of quality deliverables.
- Customized content messages to reach and capture target audience interest and drive engagement.

◆ **Aug 2017 - Adjunct Professor**

Jun 2018

Community College of Aurora, Aurora, CO

- Evaluated and revised lesson plans and course content to facilitate and moderate classroom discussions and student-centered learning.
- Used variety of learning modalities and support materials to facilitate learning process and accentuate presentations, including visual, aural, and social learning modalities.
- Developed curriculum standards, lesson plans, and syllabi.
- Assisted and identified at-risk students to eliminate student barriers to learning.

◆ **Aug 2016 - Adjunct Professor**

Jun 2018 *Naropa University, Boulder, CO*

- Taught undergraduate writing and literature classes.
- Shifted between informal and formal methods of teaching to create multi-layered web of learning, incorporating experiments, practical activities, discussions, and projects into lessons.
- Encouraged and facilitated class discussions by building discussions into lessons, asking open-ended questions, and using techniques to track student participation and actively solicit input.

Aug 2015 - Writing Fellow/Tutor

May 2017 *Naropa Writing Center, Naropa University, Boulder, CO*

- One-on-one writing consulting for undergraduate and graduate writers for various writing skills and projects, including: face-to-face and online sessions, critical and creative writing, thesis development, essay organization, pre-writing, research, revision, grammar, and citations (MLA, APA, and Chicago).
- Professional training on writing consulting with multilingual and disabled learners.



Education

Aug 2015 - Master of Fine Arts: Creative Writing & Poetics

Aug 2017 *Jack Kerouac School Of Disembodied Poetics - Boulder, CO*

- Dean's List (2015-2017)
- Received the Robert Creeley Scholarship (2016-2017)
- Received the Leslie Scalapino Scholarship (2017)
- Thesis: "Violation Poetics"
- Creative Manuscript: "the stove is off at home" (a hybrid text; poetry, memoir/anti-memoir; community ritual)

Nov 2012 - Bachelor of Arts: English

May 2015 *Southern New Hampshire University - Hooksett, NH*

- Awarded Dean's List honors



Skills

Strong English language skills



Team contribution



Unique content creation



Brand messaging



Marketing and advertising strategies



- ◆ Articulate communications ◆◆◆◆◆
- ◆ Editing and review ◆◆◆◆◆
- ◆ Email Marketing ◆◆◆◆◆
- ◆ Storytelling ◆◆◆◆◆
- ◆ Technical Writing ◆◆◆◆◆
- ◆ Media Production ◆◆◆◆◆
- ◆ Executive Leadership ◆◆◆◆◆
- ◆ Social Media Marketing ◆◆◆◆◆
- ◆ Proofreading ◆◆◆◆◆
- ◆ Search Engine Optimization (Seo) ◆◆◆◆◆
- ◆ Training Materials ◆◆◆◆◆

 **Publications**

- ◆ • Author of *the stove is off at home* (Spuyten Duyvil, 2018, NYC)