

Christa Adams

Experienced Freelance Copywriter

Recent Work Experience

Senior Copywriter, SaltyLama

- Creating targeted content, researching and developing blog content, using native marketing strategies to boost sales

Freelance copywriter

Sept 2018 to present (3.5 years)

- Working continuously with various brands, big & small, to create engaging content for their blog, website, or social media
- Writing bedtime stories for apps & podcasts
- Specializing in travel, working with brands & managing my blog The Spirited Explorer

Social Media Content Manager, leading shoe retailer Journeys at their HQ in Nashville, Tenn.

August 2016 to August 2017 (1 year)

- Helped manage and grow all social platforms (Instagram, Snapchat, Twitter, Facebook)
- Doubled Instagram followers, leaving at 195k
- Produced digital advertising copy

Education History

Bachelor of Science in Mass Communication

Middle Tennessee State University, 2017

- Cum Laude graduation distinction
- Journalism & Advertising concentration
- 2017 Recipient of John Seigenthaler Scholarship Award for Excellence in Advertising Copywriting
- Journalism study abroad in Glasgow

Journalism short course

University of Edinburgh, 2019

- Credited short course for freelance journalists
- Finished with highest marks

Contact

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Relevant Skills

- Creative copywriting
- Travel journalism
- SEO marketing
- Storytelling
- AP-Style Writing
- Proficient in Adobe Software, Wordpress, Wix, Microsoft Word

Volunteer Work and Certification

- **TEFL Degree**, English teacher in Barcelona (2 years)
- **MTSU Sidelines**, University Staff Writer (3 years)
- **Marketing Director**, Relay for Life at MTSU (2 years)