

# Catherine Cervone

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catherinecervone.com/writing

## Relevant Experience

### Freelance Communications Specialist

*Various Clients, April 2020 - present*

- Provide writing for SEO blogs, captions, websites
- Create and schedule social posts with curated photography, graphic designs, and custom Instagram stories using Canva and InStories, as well as Hootsuite, SocialPilot, and Later
- Revamp and create WordPress, GoDaddy, and Wix websites
- Edit provided video content for TikToks and Instagram Reels using Adobe Creative Suite and CapCut
- Work with CRM B2B and paid search companies, and marketing agencies ranging in industry

### Contributing Writer

*Central Florida Media Group, April 2020 - present*

- Write blogs for clients across industries, incorporating SEO keywords, links
- Create and schedule social media posts for clients, ensuring a consistent brand voice across platforms

### Social Media Virtual Assistant

*The Leverage Model, February 2020 - March 2021*

- Communicated with clients and prospects in sales-based messages via Facebook; utilized custom messaging as well as chatbot flows
- Wrote weekly reports, analyzing trends in marketing campaigns

## Education

Florida Southern College, Lakeland, FL - Class of 2019

- *Bachelor of Science in Communications: Multimedia Journalism*
- *Bachelor of Fine Arts in Musical Theatre and Minor in Dance*

## Skills/Certifications

SEO Certified - *Hubspot*, January 2023

Adobe Creative Suite, photo/video editing, Hootsuite/Later, Wordpress/Wix/website design, copy writing and editing.