



KASEY WEST

CONTACT



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kaseymwest.com



Nashville, TN

EDUCATION

MASTER OF ARTS: HIGHER EDUCATION

WESTERN KENTUCKY UNIV | AUG 2008

BACHELOR OF ARTS: PSYCHOLOGY

WESTERN KENTUCKY UNIV | DEC 2005

EXPERIENCE

COPYWRITER

SEARS | JULY 2013- PRESENT

- Conceptualized and developed content for promotional emails, newsletters and mobile applications
- Participated in high-level brainstorming sessions to develop tactical strategies for ensuring a WOW consumer experience
- Improved consumer experience by providing easy-to-understand content

CONTENT EDITOR

INTERNET BRANDS | DEC 2008 -JULY 2013

- Created and published SEO copy across all company websites
- Monitored and benchmarked competitor strategies and activities
- Standardized content across multiple platforms

FREELANCE

VARIOUS | DEC 2015 - PRESENT

Created technical content for world-renowned building materials manufacturer

- Researched and wrote supporting documents that communicated complex information more clearly to consumers and distributors

Hired by a European music TV channel to build a local market presence

- Conjured company interest by attending various events and solidifying meetings with industry professionals

Hired as a technical writer by the CEO of a healthcare tech start-up

- Worked alongside scientists and software developers to communicate complex information in a more understandable way to potential investors, media and consumers from diverse backgrounds

Assisted various businesses and individuals increase profitability

- Developed and maintained social media platforms and websites
- Created the information architecture across multiple platforms for new businesses
- Revised business and product descriptions to provide clear, more organized content to the consumer

SKILLS

- TECHNICAL WRITING
- EDITING
- PROJECT MANAGEMENT
- CONTENT STRATEGY
- WEBSITE DEVELOPMENT
- STAKEHOLDER MANAGEMENT
- USER EXPERIENCE FUNDAMENTALS
- GRAPHIC DESIGN/INFOGRAPHICS
- SELF SUFFICIENCY
- SOCIAL MEDIA