



EMILY BUENZLE

FREELANCE & CONTRACT COPYWRITER

CONTACT

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SKILLS

- Accomplished Writer
- Detail-Oriented Editor
- Skilled Proofreader
- Creative Thinker
- Expert Communicator
- Brand Storyteller

EDUCATION

Bachelor's of English
Villanova University

2009-2013

Concentration in Writing and Rhetoric

ABOUT ME

I'm a writer and editor in the greater Philadelphia area with over a decade of industry experience. I have served a diverse range of clients, from local small businesses to large national brands, and while every one of them is unique, they all have one thing in common: Each has a story to share.

Find out how I can help.

WORK EXPERIENCE

Freelance Copywriter, Editor and Proofreader

Emily Buenzle Studio, LLC 2021-Present

I write, edit and proofread marketing copy, blog articles, website copy, email campaigns, social posts and more for clients in a range of industries, including franchises, early childhood education, design-build, heavy iron and construction, nonprofits, and many others.

Copywriter

Goddard Systems, LLC 2019-2021

- Worked on the Creative Services team with graphic designers to create a range of internal and external collateral
- Wrote organic social media copy for both our corporate social accounts and the social accounts for The Goddard School
- Compiled content for Goddard Parent, a monthly e-newsletter sent to parents of Goddard School children.
- Wrote news updates, leadership biographies, general copy and more for the company's franchising website
- Wrote advertising copy for a variety of franchise- and consumer-focused marketing campaigns, including print pieces, banner ads, paid social ads, search ads, radio ads, email templates, website copy and more.
- Wrote copy for The Goddard School's marketing restart campaign during COVID-19 to help support schools as they reopened within their respective markets.
- Wrote newsletter copy for specific Goddard School locations as needed
- Updated general copy for Goddard Systems, Inc., and The Goddard School
- Wrote copy for The Goddard School's reconstructed website based on market research
- Wrote copy for a range of quick request projects

Web Editor

Construction Equipment Guide 2017-2019

- Sent a daily e-newsletter with the latest industry news to over 20,000 subscribers
- Wrote, edit, proofread and search for material to post on the company's website
- Posted regularly on the company's Facebook and YouTube pages to grow our social media following
- Managed posts from bloggers and other contributors
- Collaborated with the Editorial, Web and Sales departments to curate and present news stories to our audience
- Attended and covered industry events across the U.S.
- Handled breaking news stories accordingly in a timely manner
- Assisted with special projects as needed

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COPYWRITER

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EXPERTISE

- Highly accomplished writer across various genres, including journalism and newsletter writing, marketing copy, narrative nonfiction, and more
 - Proficient in editing and proofreading using MLA and AP style
 - Experienced with Microsoft Suite, WordPress and Quark
 - Skilled in navigating and writing for various social media platforms
 - Strong organizational, interpersonal, and leadership skills
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WORK EXPERIENCE

Copywriter

Deluxe/Safeguard Business Systems

2016-2017

- Supported a network of franchised distributors by writing marketing copy for their small business clients
- Proofread copy for all design jobs, including sell sheets, business cards, brochures, menus, fliers and more
- Managed the social media accounts for Safeguard Design Services
- Published articles in Deluxe's internal newsletter

Assistant Editor

Progressive Business Publications

2014-2015

- Assistant Editor for Safety Compliance Alert, What's Working in Human Resources, Nonprofit Board Report, and Foundation & Corporate Funding Advantage newsletters
- Wrote articles on industry news for a professional audience of thousands, including Fortune 1000 companies
- Published stories daily online and bi-monthly in print
- Interviewed various industry professionals regularly to gain insight into industry trends
- Proofread others' work on a weekly basis
- Worked closely with team members in a deadline-oriented environment
- Helped launch a companion website for the Nonprofit Board Report newsletter