

Christina Weishaar

Experienced writer, content strategist, and creative marketer

Silver Spring, Md.
(443) 280-1206
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EXPERIENCE

Pearson, Columbia, Md. — Content Marketing Specialist

November 2018 - PRESENT

Higher education & K-12: Write 4 blogs/month • lead writer on SEO websites & landing pages • Google ads • paid social ad campaigns • email copy • content strategy • content audits

Planet Home Lending, Columbia, Md. — Senior Copywriter

October 2018- March 2020

Social media content manager • create social media calendar • research & write SEO articles for web • report on social media performance
• increased LinkedIn followers 116%

Hombridge Financial Services, Remote — Marketing Writer

October 2017 - October 2018

Drive leads for sales leaders through content marketing • write email drip campaigns, web content, blogs & ads • Strategize with sales team to meet market needs • Deliver projects on time & budget

Prospect Mortgage, Remote — Marketing Writer

October 2009 - October 2017

Drive leads through engaging business and consumer campaigns • lead writer for mortgage marketing campaigns that included optimized web content, print collateral and social media • Collaborate with stakeholders to • Write and manage internal communications

EDUCATION

Boston University, Boston, Ma.
BA English Lit

University of Washington, Online
Storytelling & Content Strategy Certificate

SKILLS

Copywriting • Content strategy
• Digital marketing • SEO • AP & Chicago style • WordPress
• Editing • Paid & organic social media • Paid search ads

Christina on the Web

<https://www.christinaweishaar.com>

[linkedin.com/in/christina-weishaar-creative-copywriter](https://www.linkedin.com/in/christina-weishaar-creative-copywriter)