

TREJON DUNKLEY

**Creative Content
Writer**

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trejondunkley.com

SUMMARY

Creative and content writer who creates engaging and informative emails, blogs, and video content for B2B and B2C businesses to help boost their brand recognition and expand their client base.

EXPERIENCE

Content Writer, supplier.io — 9/2022- Present

A central part of supplier.io brand refresh. Executed multiple content audits, assessing quality of pieces, determining what should be deleted or refreshed. Created and edited website copy for redesigned site, following wireframes and UX strategy. Wrote and edited blogs, emails, and landing pages for a procurement audience. Created and executed social media strategy. Handled posting social, blog, and landing page content to Hubspot. Created A/B test for email strategy.

Content Writer, HomeSmart — 2021-2022

Assisted in the revamping of the Minute Mortgage website copy, as well as creating informative FAQs for Platinum Home Warranty. Assisted in conceptualizing the Minute Mortgage TikTok page. Wrote and edited blogs for The Pulse and scripts for Mortgage Tip Monday. Created social media captions and podcast descriptions for various Family of Companies platforms. Followed content briefs and editor notes to create copy that adhered to the HomeSmart style. Adhered strictly to deadlines and able to juggle multiple projects with ease.

Freelance Content Writer, Huckleberry — 2021

Conducted research on and wrote guides pertaining to various industries. Provided concise and easy-to-understand explanations of aspects of small business insurance. Organically inserted keywords and anchor text into blog posts and pages.

Freelance Content Editor, Growing Self — 2021

Revised and rewrote blog articles to be more SEO friendly and evergreen, closely followed style guidelines set by the client, organically integrated the latest keyword research to help increase rankings of articles, identified which articles and blog posts could be merged to create more concise, higher-ranking pieces.

Executive Assistant, Malakai Creative — 2018-2021

Supported script coverage for the production house by vetting submitted scripts to determine if they fit appropriately with the company's overall brand. Drafted scene-by-scene summaries, gauged production needs, and

created mock castings for effective decision making. Stood as a Teaching Artist of the “Made In Her Image” virtual screenwriting camp by developing and teaching a curriculum for screenwriting beginners and edited completed scripts.

Freelance SEO Copywriter — 2017-2018

Assisted in designing and creating a style guide, which Adult Video Network (AVN) website writers ultimately adopted. Set in motion brand management plans by ensuring a consistent style, tone, and messaging is conveyed across all AVN marketing outreach and touchpoints.

Developed blogs, web articles, biographies, press releases, website content, landing pages, and digital marketing content for companies including Cannabliss Organic, Cheetah Gentlemen’s Club, Almost Famous Piercing, and Om’echaye Yoga.

SKILLS

Content Writing, SEO, Proofreading, Research, Copyediting, Copywriting, G Suite, Microsoft Office

EDUCATION

Arizona State University; Tempe, AZ — BA English, 2017