

# Terri Hartman

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Copywriter with over 10 years of experience creating content for several industries. Skilled at in-depth research and explaining complex or technical terms and concepts. Capable of writing in a variety of formats and learning new word processing software quickly.

## Education

### Bachelor of Science in Communications

Pennsylvania State University,  
University Park, PA  
September 2006 - May 2010

## Key Skills

- Research
- Social media
- Editing
- ADA and accessibility compliance
- Writing styles: AP, APA, MLA, Chicago

## Professional Experience

### Copywriter

J&K Agency, Asbury, NJ | December 2015 - Present

- Create content for 5-7 clients on a weekly basis, adhering to strict and competing deadlines
- Develop social media content, track KPIs and provide weekly analytics reports on results
- Conduct interviews with sources and write engaging blog posts with SEO incorporated

### Junior Copywriter

MedTech, Brooklyn, NY | May 2010 - June 2015

- Wrote long-form white papers on medical advances and scientific studies in the fertility treatment space
- Increased readership of the company magazine by over 30% through target ad campaigns
- Worked with a third-party video captioning service to ensure audio/visual content was accessible and met ADA standards
- Managed a group of 3-5 interns and developed copywriting workshops