

John Bergsen

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Freelance Writer & Editor with 10+ years of experience. Set and execute strategies for high-quality content that resonates with target audiences. Recently demonstrated success in a mentor role. Passionate about sharing valuable writing tips and strategies to new writers.

Education

Bachelor of Arts (BA) English, Creative Writing

University of Michigan,
Ann Arbor, MI
2008 to 2012

Key Skills

- Content Strategy Development
- Copy Editing
- Microsoft Word
- Pages (Apple)
- Peer Mentoring
- Proofreading
- Research & Fact-Checking
- Writing & Editing

Professional Experience

Freelance Writer

Detroit, MI | April 2018 to Present

- Write, edit, and proofread quality content for diverse clients of this broad writing services network
- Serve as mentor and coach for ten new writers. Introduced new training resources that were adopted by the wider organization
- Establish and maintain a portfolio of recurring 40+ clients with extensive annual content update needs

Writer

LMN Company, Corp., Detroit, MI | April 2012 to April 2018

- Conceptualized and wrote press releases and marketing copy that helped the company expand to lucrative new markets
- Member of the content development team that won several industry awards for innovative copy and ad campaigns
- Gained a strong foundation in diligent proofreading and fact-checking