

Brittany Oreszko

A conscientious and detail-oriented professional who produces thoughtful work. Expertise includes writing, proofreading, social media, meeting deadlines, and collaborating with others. Able to make a contribution and provide a fresh lens to any work environment.

EXPERIENCE

Woodstream, Lititz, Pa – *Digital Content Writer*

December 2015 - Present

- Writing compelling copy for category pages, product descriptions, landing pages, buying guides, blog posts, and articles in order to educate and engage customers.
- Creating content that will make brands appear as the online authorities in their respective outdoor living niches.
- Ensuring that all copy is optimized for SEO; applying keyword research to writing tasks.
- Editing, improving and collaborating on work with fellow writers to provide flawless, compelling content.
- Working within our admin to upload content onto websites and ensure that the final presentation to the reader is just right.
- Using Google analytics to report on the success of content initiatives and identify types of content that are/aren't connecting with our customers.

WebstaurantStore, Lititz, Pa – *Content Writer*

June 2014 - December 2015

- Using a blend of creative and technical writing skills to create in-depth product descriptions and other e-commerce materials.
- Compiling informative product guides and articles on relevant foodservice topics to enhance purchasing decisions.
- Employing SEO skills to increase site traffic.
- Editing and proofreading product descriptions, buying guides, and supportive text throughout our e-commerce site.
- Managing a list of on-going projects and tasks.
- Participation in weekly team meetings, webinars, and foodservice industry vendor trainings.

Weddings Year Round, Lancaster, Pa – *Writer / Intern*

January 2014 - August 2014

- Interviewed local brides and business owners for the purpose of writing spotlight articles to be featured in the magazine.
- Attended local weddings as a judge and journalist for the magazine's seasonal cover contest.
- Attended local bridal expos to network with vendors and brides.
- Fact-checked and worked with editors to develop print ready pieces of writing.

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SKILLS

Microsoft Office Suite;
SEO, Google Adwords, and Analytics; HTML;
Adobe InDesign & Photoshop;
Facebook, Twitter, Instagram, Pinterest, and Tumblr;
WordPress, Weebly, GoDaddy
Mastery of company-specific administrative site builders;
Creative & Technical writing;
Time management;
Problem solving;

CERTIFICATIONS

ServSafe Manager Certified,
July 2015

Certified Foodservice Professional,
Currently pursuing

INVOLVEMENT

National Restaurant Association, 2014 - present

WebstaurantStore Alumni Ambassadors, 2014 - present

Clark Associates Volunteer Team, 2014 - present

Millersville University Orientation Leader, 2011-2012

George Street Carnival Literary Magazine, 2010-2013

Her Campus, Millersville, Pa – *Writer & Social Media Manager*

September 2013 - July 2014

- Performed weekly interviews with featured students on campus.
- Wrote 13 Campus Celeb profiles about featured students and their achievements and involvement while at Millersville University.
- Managed all social media sites such as Facebook, Twitter, and Pinterest to increase site traffic and publicity.
- Increased the number of Twitter and Facebook followers by more than double.

EDUCATION

Millersville University, Millersville, Pa

August 2010 - May 2014

Bachelor of Arts in English; History minor

GPA: 3.43

Amos L. Schopf Scholarship recipient, 2010–2014