

# Veronica Sparks

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Portfolio: <https://www.hospitablecontent.com/>

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## Writing Services

- SEO blog posts
- SEO web articles
- Website content (home page, about page, service pages, etc.)
- Affiliate commerce content
- Newsletters
- Curriculum creation
- Training materials and SOP creation
- Social media content

## Education

### Purpose Institute, Oak Creek, WI

- Bachelor's, June 2015
- Ministry and Service Studies/Theology; Leadership and Management Training

## Experience

November 2022 – May 2023

### Staff Writer | ZillaMetrics

- Wrote blog posts, press releases, home pages, and other SEO optimized website content for law firm clients around the U.S.

November 2021-Present

### Freelance Writer | Johnathan Wayne Agency

- Write weekly blog posts on wellness and aesthetic enhancement topics.

November 2021-Present

### Freelance Writer | Catena Media

- Write weekly articles on gambling and sports betting news topics for Play Network of Sites.

November 2020-November 2021

### Process Supervisor | A.B. Data

- Wrote training/coaching materials and SOPs.

## Skills

- **Research**
- **Google Suite**
- **SEO strategic planning & SEO writing** (Ahrefs, Keywords Everywhere, Surfer SEO, etc.)
- **AI Content Creation** (ChatGPT, ZimmWriter, Jasper, Anyword, etc.)
- **CMS** (WordPress, Quill, AirTable, etc.)
- **Task management** (Asana, Monday, Teamwork, etc.)
- **Staff management, hiring, training, and scheduling**
- **Team performance and productivity management**
- **Department budgeting and cost management**

## Awards & Certifications

- **IAPWE** certified writer & editor
- Marcus People Pleaser of the Month Winner - 2013
- Hilton Service Award Nomination – 2010
- Marcus People Pleaser of the Month Nominee - 2009

## Experience (Continued)

October 2020-Present

### Freelance Writer | Digital Trends

- Write commerce and evergreen articles on home design and DIY topics.

August 2020-October 2020 (Contract)

### Affiliate Freelance Writer | Gateway Blend

- Wrote affiliate Amazon product reviews

June 2020-Present

### Lesson Writer | UPCI

- Write Sunday School curriculum for ages 5-12

September 2018-Present

### Contributing Writer | Parkway Church

- Write pieces for annual giving publication
- Write group lessons and self-help materials

September 2008- July 2020

### Senior Manager, Reservations | Marcus Hotels & Resorts

- Wrote training/coaching materials and SOPs. Managed a department of 30+

