

# Veronica Sparks

Oak Creek, WI 53154 | (414)810-8353 | [veronicasparks18@yahoo.com](mailto:veronicasparks18@yahoo.com)

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

LinkedIn: <https://www.linkedin.com/in/veronica-sparks-832149164>

## Writing Services

- SEO blog posts
- SEO web articles
- Website content (home page, about page, service pages, etc.)
- SEO strategy and keyword planning
- 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

May 2023-Present

### Freelance Writer | Angi (Home Improvement Topics)

- Write weekly articles on home renovation topics.

November 2021-Present

### Freelance Writer | JWA (Med Spa Topics)

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

October 2020-Present

### Freelance Writer | Digital Trends (Home Design Topics)

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

September 2018-Present

### Contributing Writer & Team Lead | Parkway Church

- Contribute to annual newsletter publications, manage church blog, and write group lessons and self-help materials

## 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, Squarespace, 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)

November 2022 – May 2023

### Staff Writer | ZillaMetrics (Legal Topics)

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

November 2021-November 2022

### Freelance Writer | Catena Media (Legal & Legislative News)

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

November 2020-November 2021

### Process Supervisor | A.B. Data (Class Action Administration)

- Wrote training/coaching materials and SOPs.

September 2008- July 2020

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

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