

Corrine Cassels

Content Writer/ Copywriter

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A passionate writer with a decade of experience in a wide variety of writing fields including Content Marketing, Copywriting, Podcast Production and Music Journalism

EXPERIENCE

[The Darin Olien Show](#) - Content Writer (Contract)

January 2021- Present

Writing and creating scripted content for The Darin Olien Show podcast, ranked in the Top 20 on Spotify and #1 in the Health and Fitness Category on iTunes with over 1 Million listeners worldwide. Responsible for all Show Notes and written content regarding the website across all podcasting platforms and on [Darin's website](#).

[Browsey Acres](#) - Content Writer, Copywriter, Head of Social Media

December 2020- Present

Launching and crafting content for Browsey Acres, a Fullblood Wagyu company owned by Ronda Rousey and Travis Browne. Content includes Wagyu-focused blogs, website copy for meat product pages and merchandise and miscellaneous content needed. Running the Browsey Acres Facebook page and creating social media marketing campaigns for new product launches. Delegating marketing assets needs to other team members and coordinating content plans based on SEO needs and social media trends. Drafting email templates for marketing campaigns.

[Amplify](#) - Head of Content/ Podcast Production Team Member

September 2019 - January 2021

Part of the Production Team behind [The Darin Olien Show](#) and many other popular podcasts worldwide. Creating Audiograms, writing show notes, marketing articles and social media posts as well as scripting episodes for Podcast clients around the world, including [Psychology of Entrepreneurship](#) and many others. Responsible for managing the Content Team which includes tasks such as editing, assigning tasks, and creating content strategies for clients.

Some examples of podcasting work:

[Psychology of Entrepreneurship Volume 30 Behind Closed Doors: The Different Sides of Isolation](#) - An episode of a docuseries entirely scripted by Corrine, as well as all written promos, show notes and social media

[The Darin Olien Show- Brandon Jenner on Why Empathy is Everything](#) - All written material (intro, outro, promos, show notes and social media) done by Corrine

[The Darin Olien Show- John C. McGinley on Living in Gratitude](#) - All written material (intro, outro, promos, show notes and social media) done by Corrine

SKILLS

Works quickly and meets deadlines.

Able to adapt style and voice when needed.

Extensive knowledge and experience in SEO.

Can create original scripts for audio and media projects.

Proficient in programs like Headliner and Canva for creating Audiograms and marketing materials.

Extensive knowledge in the health and wellness fields.

Larchwood Marketing — Content Writer

March 2017 - Present

Writing content blogs for clients in the Jersey Shore area. Topics include home improvement, restaurant and food blogs, Men's clothing, Plumbing, Appliance Repair, Insurance and Real Estate. Researching SEO keywords and topics to make each blog as effective as possible is part of each assignment.

Midwest Action - Staff Writer

March 2018-January 2020

Writing original articles and reviews of musicians and artists in the Chicago area, [like this one](#).

Divide and Conquer Music — Album Reviewer

March 2017 - January 2019

Writing original reviews for newly released albums by Independent artists, [like this one](#). Currently over 100 reviews published.

Zerys - Content Writer

February 2017- December 2019

Writing original marketing blog posts for different entities and companies of varying subjects as well as new website content for brand new websites. Over 500 pieces purchased by a diverse blend of international clients including small businesses and large corporations.

Copify - Content Writer

February 2017- December 2019

Writing original health and wellness related articles for medical offices.

OneUpWeb - Content Writer

January 2019- Present

Writing original marketing content for well-known national brands like Mr. Electric, Mr. Rooter, and Rainbow International.

EDUCATION

College of DuPage, Glen Ellyn, IL — Associate Degree in Applied Science

September 2006 - August 2008

Classes in media arts, creative writing and science.

Extensive knowledge in politics, literature, music, television, film and pop culture.

Extensive knowledge related to the operation of small businesses and their marketing needs.