

Mel Childs

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QUALIFICATIONS PROFILE

Insightful, persuasive, and charismatic writer specializing in developing and exploring ideas, transforming them into narratives which speak to the right audiences. Optimize branding, storytelling, and messaging through combining the elements of observation, research, and analysis. Meticulous content writer proficient at expeditiously editing texts, analyzing for spelling and grammar errors, and determining issues with continuity. Driven and passionate with an innate ability to capture a brand's essence and translate it across a variety of digital platforms.

Notable Successes...

- Instrumental as a cutting-edge wordsmith for the entertainment and film industry as well higher education, fitness, home repair and history industries, analyzing content through trending and forecasting.
- Propel success for clients, outsourcing writing services through digital marketing agencies and directly to small businesses and non-profits optimize marketing copy resulting in meeting and exceeding sales or donations goals .
- Considered Subject Matter Expert in screenwriting, higher education, home repair services, history and technology.
- Published author of 3 books: The Vital Sacrifice, On the Doorstep of Fame - Welcoming the Film Industry to Atlanta, Georgia, and The Missing Link - Building the Bridge From Your Current Circumstances to Your Future under the pseudonym M.L. Childs.
- Spearheaded innovative, memorable, and engaging magazine television series scripts on spec.
- Lauded as a contributing writer for blogs and magazines such as Upscale Magazine and Black EOE Journal.

Areas of expertise...

BUSINESS ADMINISTRATION

- Community Building Approaches
- Stakeholder Outreach/Recruitment
- Sales Analyst & Strategist
- Market Knowledge & Application
- Digital Communication Proficiency
- Email Marketing
- Revenue Generation

WRITING & EDITING

- Fiction/Non-Fiction
- Blog Articles, Magazines, Web Copy
- Research, Analysis, & Publication
- Script Writing
- Crafting Engaging Dialogue
- Creative Vision & Drive
- Concept Generation & SEO Writing & Editing

PROJECT MANAGEMENT

- Proactive Problem Solver
 - Multi-Disciplinary Knowledge
 - Project Life Cycle Expertise
 - Forward Thinking
 - Vision & Leadership
 - Digital Marketing Agencies
 - Small Business & Nonprofits
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Current Writing Projects

Professional Content Writer, December 2020 to Present

Brannon Jones, LLC— Atlanta, GA

Social Media Contributor, December 2020 - Present

State of Assembly, Portland, Oregon

BLOG CONTRIBUTOR, December 2020 to Present

Anonymous Client, Novi, MI

WEB COPY CONTRIBUTOR, October 2020 to Present

Anonymous Client, Bunker Hill, Massachusetts

BLOG CONTRIBUTOR, May 2017 to Present

Ancient Origins – Dublin, Ireland

Continued...

Previous Writing Experience

BLOG & WEB COPY CONTRIBUTOR, November 2020 to December 2020

LeadsForward, Sarasota, FL

BLOG CONTRIBUTOR, August 2018

Black EOE Journal, Irvine, CA

BLOG CONTRIBUTOR, August 2017

Upscale Magazine, Marietta, GA

WEB COPY CONTRIBUTOR, April 2016 to June 2016

Obsessed Creative Agency – Austin, TX

BLOG CONTRIBUTOR, November 2015

Gym Junkies, Whitestone, NY

BLOG DIRECTOR, November 2015 to 2018

Women in Film and Television, Atlanta, Atlanta, GA

BLOG CONTRIBUTOR, May 2012 to March 2015

The Evolution, Toronto, ON

BLOG CONTRIBUTOR, February 2015

Ancient History Encyclopedia, London, UK

Retail & Administrative Experience

KAY JEWELERS, 2017 – 2018 - **EXECUTIVE ADMINISTRATIVE ASSISTANT**

THOMAS ARVID FINE ART, 2015 – 2020 - **EXECUTIVE ADMINISTRATIVE ASSISTANT**

SAKS FIFTH AVENUE, 2014 – 2018 – **SEASONAL SALES CONSULTANT**

TROY UNIVERSITY, 2012 – 2015 - **ADMINISTRATIVE SUPPORT SPECIALIST**

SANFORD-BROWN COLLEGE, **ASSISTANT RECORDS MANAGER**, 2009 – 2012 / **ADMINISTRATIVE ASSISTANT**, 2007 – 2009

Technical Proficiencies

SOFTWARE & PLATFORMS: MICROSOFT OFFICE SUITE (WORD, EXCEL, POWERPOINT, PUBLISHER), OUTLOOK, GOOGLE SUITE WORD PRESS, CONSTANT CONTACT, MAILCHIMP, SMARTSHEET, TRELLO, ASANA, SLACK, CANVA, & PHOTOSHOP

SOCIAL MEDIA: FACEBOOK, TWITTER, PINTEREST, & INSTAGRAM

Education

Inbound Marketing & Content Marketing, Hubspot Academy

Script Writing Workshop, Mike Lucker's Screenwriter School

MBA, Project Management, Devry University

BA, History, Spelman College