

# Sara Peterson

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## What I Do

I work with words—writing original content; editing content for readability, length, and SEO; and proofreading content to weed out spelling and grammar errors, less-than-ideal layouts, and inconsistencies. I love words and the power behind them, and am always eager to put my enthusiasm to work and make sure everyone's message gets across clearly.

Here's a quick list of some of my skills, for easy scanning purposes: Writing. Copywriting. Content Writing. Blogging. Editing. Copy Editing. Proofreading. Content Management. Web Content. SEO. HTML (some). Marketing Communications. Creative Writing.

## What I've Done

### **Freelance Writer, Editor, and Proofreader - Seattle, WA**      November 2013–Present

- Write style-adhering content that includes, but is not limited to, web articles, product and marketing copy, and detailed online and print description of consumer items and services. (**Example:** turning case study information into articles for Microsoft.)
- Proofread materials such as emails, print ads, ebrochures, websites, marketing plans, resumes, presentations, novels, and more for marketing agencies and publishers. (**Example:** proofreading for the ZoomPop agency and for Amazon Publishing.)
- Edit copy for consistency, readability, presentation, word count, and succinctness. (**Example:** editing provided website copy for the WhyFor agency for their redesign of the Scottsdale Health and Wellness clinic website.)

### **Content Editor, Expedia Local Expert - Expedia, Inc., Bellevue, WA**      December 2009–June 2014

- Wrote, edited, and proofread entries for Expedia.com's "Things To Do" website tab, targeting all travelers looking to book vacation-related activities.
- Collaborated with Content and UX teams on a new writing style/voice, including creating and compiling documentation on the updated writing guidelines.
- Completed project-based writing tasks for department teams, such as text for video slide shows and in-market factoid sheets.

### **Content Editor, Hotels - Expedia, Inc. via Aquent, Seattle, WA**      December 2007–December 2009

- Created new hotel descriptions for Expedia.com's extensive global accommodations listings.
- Manually maintained and edited existing hotel descriptions, in line with style guidelines, to reflect needed updates requested internally and/or by hoteliers.
- Worked with an online content generating system to ensure listings accurately reflected the most up-to-date information available for an accommodation property.

### **Lead Sales Coordinator - Madden Media, Tucson, AZ**      August 2005–September 2007

Provided administrative sales and editorial assistance to support travel-based newspaper inserts, periodical advertising sections, and printed travel guides.

## Where I Learned to Do What I Do

### **Northern Arizona University, Flagstaff, Arizona**

B.A., English

## Some Other Things I Like to Do

Reading. Cooking. Eating. Running. Hiking. Traveling. Road-tripping. Listening to music.