



LYNNIA SHANLEY



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www.lynniashanley.com/movement

ABOUT ME

I'm a highly motivated freelance writer and digital content coordinator with a background in Theater Arts, digital marketing, and project management. I also have a passion for teaching movement technique to creatives, which involves physcho-physical exercises, movement meditations, and coaching.

EDUCATION

2006 - 2010 · The University of the Arts, Philadelphia
Bachelor of Fine Arts | Theater Arts

EXPERIENCE

2019- **Freelance**

Current Digital Marketer & Writer

- Develop and create content for clients, including blog articles, monthly newsletters, & digital graphics. Industries include: Health & Wellness, Retail/Jewelry, Coaching, Personal Development, Real Estate

Project Manager + Collaborator - David Sherry Coaching (Creative Caffeine)

- Strategize and organize projects, clients, and products. Support and collaboration with content development

2019- **Sparkling Marketing, Inc.**

2021 Digital Content Coordinator --> Marketing Manager

- Managed client roster of 15-20+ with customer service, project management, and team delegation
- Developed, created and managed newsletters, blog articles, website management, social media, presentations. Contract work for writing continues.

2015- **Pacific Magazine + GetKiMusic**

2019 Promotional Team Leader + Manager

- Led and trained team of brand ambassadors for local magazine
- Handled all event bookings, social media content, travel, and contracts

Programs + Tools

Asana Task Management, Google Docs, WordPress, Canva, SEO, Zoom, MailChimp, ConvertKit, Calendly, FloDesk, Later.com, Buffer, Loomly