



# Amandah T. Blackwell

(Writing as Rebecca Sebek)

**Professional Writer with four years of freelance and ghost writing experience.**

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Website: [www.Savvy-Writer.com](http://www.Savvy-Writer.com)

## CREATIVE EXPERTISE

- Blog Copywriting
- Article Writing
- Newsletter Writing
- Fiction and Non-Fiction
- Screenwriting
- Editing and Proofreading
- Public Relations
- Graphic Design
- Social Media Management
- Interviewing
- Researching
- Some HTML

## FREELANCE WRITING

**HalogenTV 2011:** “An empowering television network that entertains and motivates individuals looking to be the change they want to see in the world.” Wrote a 2011 Fall Fashion Week series on eco-friendly and humanitarian fashion designers such as Jedidiah Clothing; efforts helped raise over \$70k for World Vision, a humanitarian organization.

**AZ-Lifestyle Magazine**  
Circulation throughout Phoenix and surrounding cities: Sept. 2010 ‘short’ article “The Music Man Joins the Phoenix Symphony” on the Phoenix Symphony’s season opener and Oct. 2010 ‘short’ article “Celebrate Fashion with Scottsdale Fashion Week 2010” on Scottsdale Fashion Week 2010. Sept. and Oct. 2010 Mark Your Calendar for the Community section.

## QUALIFICATIONS SUMMARY

- Supervised and led 4 employees at FCE which included training staff on new accounting software such as BudgTrac and MRI. Managed staff and delegated accounting work along with evaluating staffs work performance in addition to managing various properties and performing accounting work such as month-end entries, budgets, strategic plans, etc.
- Writing a variety of blog posts, feature articles and screenplays – spans a three year writing career thus far.
- Created a variety of eBooks such as Travel Writing That Pay\$ for Travel-Writers-Exchange.com (former client).
- Social media websites such as Twitter consistently receive new followers on a daily basis.
- Create and manage forums and social media websites; engage in conversations with followers by posting relevant material such as text links, photos, videos, etc. to attract new followers and retain existing ones.

## FREELANCE WRITING EXPERIENCE – CONTINUED

**Sunset Travel, Scottsdale, AZ – Multi-million dollar full service travel agency that includes Travel-Writers-Exchange and Baja-Fun.com.**

### BLOGGER

JAN 2008 – AUG 2010

1. Hands-on with the development and direction of Travel-Writers-Exchange.com which included the layout and color scheme; determining the target market, weekly blog post topics, categories and tags and targeted keywords.
2. Wrote 90% Travel-Writers-Exchange.com which included pages, blog posts and reviews. Created forms such as career, bid, proposal and other templates for travel writers.
3. Moderated TWE’s forum by engaging and interacting with readers; answered questions and held discussions on travel writing, writing and editing, publishing and other ‘writing’ related topics.
4. TWE earned a Page Rank of 4 in less than two years and was listed on Blogs.com as one of the Top 10 Travel Writing Blogs.
5. Wrote and designed the layout of *Travel Writing That Pay\$*, an eBook for TWE.
6. Wrote blog posts on hotels/resorts, travel tips, etc. for Baja-Fun.com that attracted new travel clients to Sunset Travel.



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### GRAPHIC DESIGN

**JB Dollar Stretcher Magazine**  
Richfield OH *Multi-million dollar direct mail organization.*

#### GRAPHIC ARTIST

**FEB 2005 – MAR 2007**

1. The “go-to” Graphic Artist for designing new and redesigning existing ads – designed 40% of the direct mail ads within a Mac environment. Used Adobe InDesign, Photoshop, and Illustrator.

2. Increased clients’ sales by 50% by writing or rewriting headlines, taglines and ad copy for direct mail clients’.

3. Completed the production of black and white books every Friday – stayed until books were sent to the printer.

#### Personal Projects

1. Create greeting cards for family and friends in Adobe Photoshop. Write the copy for the greeting cards.

2. Create career infographics in Adobe Photoshop.

3. Pro Bono ... Created flyer for The Arizona Humane Society to promote their 2009 Holiday Donation Drive around my apartment complex. Flyer raised awareness for The Arizona Humane Society along with bags

### GUEST WRITING CONTRIBUTIONS

#### Guest Blogger for The WM Freelance Writers Connection and The WM Pet Connection 12/2009 – 10/2011

Popular blog posts for The WM Pet Connection include Why Do Dogs Eat Dirt, Poop, and Other Gross Things? Why Are Pit Bulls Treated Inhumanely? Create a First Aid Kit for Your Pet; Beware of Bugs in Cat Litter; and The House Votes to Ban Crush Videos. Blog posts are consistently ranked as the ‘Most Read’ blog posts on the website.

**FUSEing Families Online Magazine:** 2010 articles include “Bullies Follow Children into Adulthood” on how bullying doesn’t end with high school; “Parents Help Teens Overcome Obesity” on how parents can help teens prevent and overcome obesity; “Parents of Bullies Face Lawsuits” on how parents are suing school and administrators because their teens were bullied; “Teach Teens Respect and Tolerance” parents should teach teens to respect themselves and others.

### INTERVIEWS (as Rebecca Sebek)

1. Interviewed for The Gatekeepers Post – Answered questions about publishing and writing.
2. Interviewed by one of the owner's of Zemanta (located in Slovenia; offices in NY), a new platform for bloggers and content writers. It’s an easier and smarter way to incorporate media and links into blogs, articles, and web pages.

### EDUCATION

**Master of Science, Management**  
Indiana Wesleyan University  
Independence, OH  
May 2007

**Bachelor of Science, Accounting**  
Myers University (aka Chancellor)  
Cleveland, OH  
May 1999

**Graphic Design Certification**  
Polaris Career Center  
Middleburg Heights, OH  
March 2005

**A.A.B., Accounting**  
Bryant & Stratton College  
Parma, OH  
September 1996