

Joriel Foltz

Highly creative copywriter and content strategist with business planning, marketing, and journalism experience.

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EXPERIENCE

Jorielfoltz.com, Seattle — *Freelance Writer and Consultant*

JANUARY 2007 - PRESENT

Provided copywriting, content strategy, marketing consultation, and brand development services to dozens of clients, including Amazon FBA, DocuSign, EMM Group, HTC America, PipelineDeals, Seattle Weekly, Speakeasy, Tableau Software, Unpacking ADHD, United Way of King County, Varolii, and Virtuoso.

Venture Architects, Miami/NYC — *Lead Writer*

FEBRUARY 2007 - AUGUST 2016

Delivered clarity, focus, and persuasive copy to help early stage companies raise millions of dollars across numerous industries, including technology, healthcare, and consumer goods. Worked collaboratively with global team.

Speakeasy, Seattle — *Marketing Communications Specialist*

SEPTEMBER 2005 - DECEMBER 2006

Wrote sales collateral, web copy, user documentation, and technical papers for nationwide provider of Voice over IP and broadband services. Managed case study program, style guide, and corporate communications.

Various, Richmond, VA — *Writer and Consultant*

JANUARY 2002 - JUNE 2005

Published articles in local publications and alumni magazines. Designed, wrote, and consulted for a variety of non-profit organizations, including a major contract for VCU Health System.

Virginians Against Domestic Violence, Richmond, VA — *Public Awareness Coordinator*

FEBRUARY 2000 - DECEMBER 2003

Responsible for statewide media communications, public relations, and marketing campaigns. Developed public awareness content, wrote grants, planned events, facilitated focus groups, and received extensive training. Previously worked three years as Education/Volunteer Coordinator for a domestic violence center in Williamsburg, VA, where I trained and supervised over 200 volunteers.

SKILLS

Creative strategy and content creation

Interviewing and research

Jargon busting

Content marketing

Social media marketing

Adobe Photoshop

Google Analytics

EDUCATION

The College of William & Mary, Williamsburg Virginia, Bachelor of Arts, May 1997, Concentrations in English and Sociology

Online Training, Lynda.com, Google Analytics

PORTFOLIO

JorielFoltz.com/portfolio