SHEKHINAH RAINE

EDITOR | COPYWRITER | CREATIVE

s.raine.p@gmail.com   1(787)-567-9554

PROFILE

Diligent bilingual Content Editor with over 6 years of experience crafting content for digital publishing sites. Proven ability to edit 10-12 direct traffic supporting articles per week, write engaging and brand consistent product descriptions and marketing material. Extensive knowledge of SEO best practices and keyword optimization. Implements UX research skills to craft valuable content and experiences for a wide variety of target audiences.

EXPERIENCE

Content Editor II - BOLD
JULY 2021-MAR. 2024

- Edit an average of 40 pages of content a day, including page assets, job title and main category pages, self-help articles and listicles.
- Upload and format 3 pages a day to WordPress utilizing SEO keywords and best practices.
- Follow company editing style guidelines and the AP Stylebook to properly review content quality.

Content Associate - BOLD
SEPT 2020-JULY 2021

- Executed content strategy and boosted company development through asset creation and job market research.
- Wrote, built, and checked the quality of over 50 weekly assigned assets created for the website.
- Researched over 25 new job titles per week and recognized differences in content production between different markets and countries.

Editorial Assistant - Pencil Loft
OCT 2019-OCT 2020

- Edited and wrote content ensuring that it was cohesive with brand guidelines.
- Assisted the team on a multitude of projects, pitch ideas and research for new articles.
- Wrote informative and engaging content for the blog, social and editorial platforms.

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)
Savannah, GA
B.F.A. Writing
Minor Creative Writing
Graduated 2017

ESCUELA HOTELERA DE SAN JUAN
San Juan, Puerto Rico
Panadería y Repostería Internacional
(International Bread and Pastry)
Certification Completed Nov. 2018

SKILLS

- Bilingual (Spanish/English)
- Conversational French
- Web Content/Social Media
- Story Development
- UX/UI Research
- Post launch analytics
- Press Releases
- Newsletters
- AP Style
- HTML

MEDIUMS

- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere
- MS Office Suite
- WordPress
- Shopify