



Shirley Ulbrich

WRITER | PORTFOLIO/WEBSITE/BLOG

OBJECTIVE

Customer-focused and service-oriented individual seeking to join your company in the capacity of a remote writer. Versatile writing style and abilities. Exceptional ability to generate sales/interest by developing strong relationships with customers and team.

SKILLS

Clear, concise writing style
Grammar proficiency
Self-motivation
Independence and Focused
Strong management skills
Quick ability to learn
Ability to meet deadlines
Honest and reliability
Performing well under minimal instruction

TOOLS

High speed Secure Internet
Computer and laptop
Computer accessories
Current operating systems
Up-to-date software
Reliable printer, copier, etc.
Dedicated phone line
Private office
High speed Internet

HIGHLIGHTS OF QUALIFICATIONS

FREELANCE WRITER • DESIGN WEB PASSION FROM 2006 – TO CURRENT
Provide a wide range of writing and editing services to various clients, businesses, websites, and publications, including: articles, resumes and cover letters, chapter summaries, writing prompts, theses editing, press releases, how-to articles, video scripting and presentations. Accounts in Freelancer.com, Upwork.com, and others. Several local and offline projects via referral.

COFOUNDER & WRITER • PRODECK PRESENTATION - FROM 2016 – 2017
Provided and developed quality content for websites and/or presentation slides to ensure a company's web presence. Wrote and edited creative content to ensure easy and involved reading. Improved or edited text to ensure appropriate product or service description. Researched information to write content effectively. Managed graphs and other images to provide support to content.

NEWSLETTER CHAIR • ASSOCIATIONS • FROM 1990 TO 1999
California State Foster Parent Association Newsletter Chair 1990-1996. Sacramento County Foster Parent Association Newsletter Chair 1995-1999. Both entailed all duties of Editor, printing and mailing (distribution). Collaborated and communicated regularly with members and authorities throughout the U.S. in various departments.

RELEVANT SKILLS AND EXPERIENCE

- Experienced in writing feature articles, short stories, biographies, essays, editorial pieces, press releases, research reports, and creative online/print/radio ad copy.
- Well versed in copyediting, editing and proofreading and in developing engaging content for articles, blogs, social media, and stories to entice and engage readers.
- Strong technical command of the English language; familiarity with virtually all writing styles; serious commitment to excellence in the printed and published word.
- Competent in research, SEO, Social Media.

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CORE COMPETENCIES

Article Writing, Editing Services, Rewriting, Proofreading, eBook Editing, SEO Content, Brochures and Newsletters, Cover Letters, Resume Writing/Editing, Direct Mail, Copy Writing, White Papers, Local Content, Email Blasts, Landing Pages, Article Spinning / Marketing, News Opinion Pieces, Product Descriptions, Proposal Development, Content Strategy Planning, Graphic Design, Creative Writing, Biographies, Video script, Team Leadership, Content Production Platform, Branded Content, Lead Generation, Custom Content Writing, Compelling Topics, Guest posting and guest blogging, Theme-Based Writing, Writing Research, Target Marketing Customer Service, Coordinating and Scheduling, Business Administration, and more.

VOLUNTEER EXPERIENCE OR LEADERSHIP

- **Sole editor for Church's weekly program handout for patrons, including bulletin and calendar of events from 1988-1991.**
- **Medical foster parent of Special Needs infants and children for more than 14 years, taking in over 200 during that time.**
- **Homeschooled 8 children from 1982-2007, three of whom are adopted special needs**
- **Leadership roles as a foster parent, including Vice President of Sacramento County.**
- **Teaching foster parents and parents Grief Support and Universal Precautions (dealing with HIV/AIDS). Multiple teaching roles in church.**
- **Leadership roles in political and civic groups, including Poll Worker and Judge on Vote Days.**



EMAIL



TWITTER



TELEPHONE



LINKEDIN