

GREG PATTERSON

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EDUCATION

Virginia Commonwealth University

B.A. in English [May 2017]

Magna Cum Laude

Member of Sigma Tau Delta Honors Society

Editor for Pwatem Literary Journal

SKILLS

- Critical analysis and research
- Copywriting
- Screenwriting and prose
- Premier Pro
- Photography
- Videography

EXPERIENCE

Copywriter [August 2024 – Present]

VCU Brandcenter (student)

- Conducts thorough research to establish voice and best practices for brands
- Works closely with group members to determine creative direction with consideration to established strategies
- Provides feedback and suggestions on visual aesthetics and themes
- Meets tight deadlines without sacrificing quality of deliverables
- Can tell a good joke every once and awhile to lighten the mood when everybody is stressed out

Office Manager & Fiscal Technician [June 2018 – August 2024]

Virginia Commonwealth University Department of English

- Provided precise budget tracking for over 20 individual departmental indexes
- Accurately performed fiscal duties such as vendor payment, travel coordination, purchasing, receiving, and purchasing card allocation
- Served as departmental building manager and technology assistant
- Oversaw the day to day administrative functions of the department
- Managed and mentored a rotating team of student workers

SEO Content Writer [October 2023 – October 2024]

Saltbox Solutions

- Wrote over 12 thoroughly researched SEO articles per month on a variety of topics
- Adopted brand tone accurately based on required guidelines
- Collaborated with editors to adhere to best SEO practices
- Operated efficiently under strict deadlines and short turnaround times