

Star LaBranche
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Objective

Using the power of written communication to help improve the lives of others. Excited about digital technology in all of its forms and known for creativity, forward thinking, and drive.

Relevant Skills and Courses

- Familiar with WordPress and Drupal
 - Able to understand and write in different voices, for different audiences
 - Hubspot Inbound and Content Marketing Certified
 - SEO trained
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Education

ECPI University - Virginia Beach, VA July 2019
Bachelor of Science in Business Administration - Business Management

Mary Baldwin University - Staunton, VA May 2008
Bachelor of Arts in English Literature

Experience

ECPI University - Virginia Beach, VA May 2016-present

Content Marketing Specialist

- Successful worked daily with WordPress and Drupal
- Copyedited and wrote blog posts in the university voice
- Supervised writers who contributed content
- Worked with a web team to promote and manage content

WTKR NewsChannel 3 - Norfolk, VA April-July 2016

Web Producer

- Generated news stories and videos for the news website
- Wrote content and copy for the organization
- Was consistently praised for hard work and creativity

HealthyPlace - Online Jan 2015-June 2016

Digital Writer

- Wrote blog posts and creating video content using SEO
 - Promoted blogs on social media
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Interests

- Writing creatively, including poetry and novels
- Learning new digital skills