

STAR LABRANCHE

SUMMARY OF QUALIFICATIONS

A technical writer with a background in marketing and digital media, Star LaBranche is able to produce technical manuals or social media copy. Able to adopt different voices to suit the situation, she focuses on understanding the audience and giving them the information they will need to make an informed decision. With strong communication skills and a passion for being on message, Star is known for being a lifelong learner who strives to learn as much as possible about wherever she finds herself.

Relevant Skills:

Management Experience || Technical Writing || WordPress || Content Creation
Project Management || Skilled Communicator

EDUCATION

Bachelor of Science in Business Administration – ECPI University (July 2019)

Bachelor of Arts in English Literature – Mary Baldwin University (May 2008)

RELEVANT EXPERIENCE

Chugach Government Solutions – Chesapeake, VA

2019 - Present

Technical Writer I

- Formatting, editing, and finalizing documents for consistency, readability, and accuracy
- Successfully working with Microsoft Office Suite, SharePoint, and a variety of other programs
- Generating document templates to help ensure overall uniformity

ECPI University – Virginia Beach, VA

2016 - 2019

Content Marketing Specialist

- Produced blog content which saw University website view rate increase consistently, year over year
- Managed and directed writers to produce useable content for blogs from four different brands
- Posted approximately 18 blogs per week on four different websites
- Used both Drupal and WordPress daily to manage and coordinate blog postings

WTKR News Channel 3 – Norfolk, VA

2016

Temporary Web Producer

- Created content for the WTKR website, including videos, photos, and copy for news and special interest stories
- Attended events as a representative of the network to obtain content
- Managed content on social media and posted on the WTKR Twitter and Facebook page

Little River Poetry Festival – Norfolk, VA
2016 - Present

Digital Content Manager

- Customized festival website with relevant information, including schedule, blogs, and location
- Ran the coordinating Facebook page, answering questions, posting content, and promoting the festival
- Ran a successful ad campaign to generate interest in the festival, resulting in 5 additional sign ups
- Attended the festival for 4 years, obtaining social media content and supporting the event

Scrapbook of Truth – Williamsburg, VA
2010 - 2016

Owner/Writer

- Brainstormed content to write about and executing blogs quickly and efficiently
- Edited and formatted content to fit the blog's theme and message
- Ran a coordinating Facebook page to promote content, earning several hundred clicks per day at the end of the blog

VOLUNTEER EXPERIENCE

Saver of Souls Rescue 2019 - 2020 (Was unable to continue do to COVID-19)

- Producing videos for adoptable animals to help drive adoptions
- Attending rescue events to film the event and help promote the organization