

Sheri Harrison

Copywriting
United States

View the full portfolio at <http://www.thecreativefinder.com/sheriharrison>

Professional Experience and Curriculum Vitae

Sheri Harrison has a way with words, literally. Her ability to think outside the box and craft compelling messages has been seen in numerous online publications including websites and online marketing materials. Her 2011, press release campaign with PR Web is indicative of her unique ability to generate interests. The piece received over 60,000 feeds in the first 3 weeks of its release. This unprecedented showing for leading Atlanta, GA, marketing firm helped them to kick off their mobile marketing campaign.

Sheri holds a Master's Degree in Internet Marketing from Full Sail University and couples her SEO education with a writing style that is comprised of both purpose and direction. Sheri believes that websites should be written for a targeted audience and reflect the company's business model. She believes in the power of optimization and understands how it can have an exponential effect on a company's bottom line.

Sheri was a leading expert on Consumer behavior for a popular direct marketing magazine, Target Marketing as she shared proactive methods that marketers can use to positively influence brand perception. Awarded for her achievement in Search Engine Optimization, Business Development and Branding, Sheri is the proud cofounder and lead copywriter of Cleartext Box. Her vision is to ensure that all of her clients receive optimized copy done right.

Previous Clientele

Stompnet, HD Repair, Syntech, iPhone Wookie

Awards and Accolades

Sheri Harrison
sheriharrison@cleartextbox.com
678-850-9887

Accomplishments

Experience

Objective Specialties: Internet PR, Website Analytics, SEO, Content Marketing, Usability, and Branding. – Accomplishments: •Generated over 60,000 Online Feeds of a press release in 3 weeks. •Was the featured expert on consumer behavior for a major direct marketing magazine, Target Marketing. •Managed online marketing for clients who received prestigious industry awards. Experience In: Video Production, Screencasts, Multimedia Presentations -Keynote, Project management softwares - Basecamp, Wiggio, Content Management Applications – InfusionSoft. Web Metrics – Coremetrics, Google Analytics, Fireclick, Google Adwords. Objective: to work effectively and diligently to bring about measurable results in the marketing and online communication fields.

Education Graduation: May 7, 2005 Emmanuel College Franklin Springs, Ga.

B.A. Communications (Media) 3.6 GPA

M.S. Internet Marketing - Full Sail University - Valedictorian

Sept. 2011

Work experience

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

May 2011-Present Slyce Marketing Dunwoody, GA Ask 656.227.2902, fax 656.227.0213

WWW.THECREATIVEFINDER.COM Interactive Marketing Specialist

• Strategic Internet Public Relations – Writing Press Releases, Publicity, Exposure – Generated Over 60,000 Feeds/Reads online in first 2 weeks. Received publicity on

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