

# VANESSA TURNER

WRITER, PUBLIC RELATIONS PROFESSIONAL

## CONTACT



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Dallas, Texas

## SKILLS

Experienced in PR strategic planning, campaign development, project management.

Ghostwriting, copywriting, storytelling.

Strong editorial judgement.

## EDUCATION

### University of North Texas

#### Mayborn School of Journalism (GPA: 3.4)

Major: Journalism - Public Relations

Minor: Anthropology

## PERSONAL PROJECTS

Writer, editor and publisher of whenever-I-feel-like-posting blog, [Vanessa's Vignettes](#).

What started as a place for me to share my thoughts and findings on internet discourse, new media trends and media critiques quickly turned to a platform where you can find dwellings on my personal life and explorations on my own thoughts and life happenings.

Inspiration taken from my own audacity to try something new, Issa Rae's *Insecure* and freelance pop-culture writer, Hunter Harris.

Blog hosted on Substack, where I have amassed 11 subscribers since 2021 through my own feeble efforts.

No real end goal to this project. Just something I started for fun. No monetary or egotistical value (as of yet.)

## PROFILE

Vanessa Turner is a highly media literate writer, former digital communicator and public relations professional who specialized in strategic planning, conducting research, consumer insights and campaign management.

Exceptional at creating fresh, engaging and customer-centric content for blogs, social media and PR campaigns. Loves to read, write and find new ways to get messages across.

Looking to pivot into writing, editing, ghostwriting or copywriting - whichever feels the most rewarding. Most recently experienced in ghostwriting and copywriting, but has an itch for research and strategy-related processes.

## WORK EXPERIENCE

### College Advisor

2022 - Present

Academic Success Program Dallas (ASP)

- Advising a cohort of ~150 high school students on postsecondary plans following high school graduation.
- Guiding students through the entire college application process; including, but not limited to: choosing an area of study, building college lists, building college applications via CommonApp, helping brainstorm and edit personal statement and supplemental essays and filling out financial aid and scholarship forms.
- Encouraging students to make financially smart choices about potential college plans. Organizing student outreach initiatives to not only encourage but also empower students to pursue higher education and cultivate a supportive college-going culture on campus.

### Digital Editorial/Consumer Insights Manager

2022 - 2023

Advocate Media

- Created, improved and maintained digital standards for online, hyper-local print and digital media company.
- Took a holistic approach to integrate multiple consistent strategies to improve company branding, marketing goals and communications efforts.
- Monitored analytics for client social media platforms and website.

### Social Media Specialist

Intern (Jan. 2022 - May 2022)

SWOOP Agency

- Managed social media accounts for multiple different clients.
- Collaborated with creative teams to create content for social media and advertising campaigns.
- Monitored analytics for multiple client social media platforms.
- Created social media strategies to fulfill multiple clients needs.

### Freelance Social Media Manager/Virtual Assistant

2020 - 2021

Snowbaby Ice

- Managed multiple social media accounts via Hootsuite for Dallas-based Taiwanese Shaved Ice stand.
- Worked alongside store founder and owner to create content and copy for social media platforms that aligned with business goals and initiatives.
- Increased social media following by 1,000 followers.
- Created monthly social media plans and content calendars for specific communication needs.
- Monitored analytics for client social media platforms and website.