

RICHARD FINK

Professional digital content writer with more than 15 years of experience producing text for many diverse public relations, advertising, and marketing campaigns. Able to work well in challenging, deadline-oriented environments individually or as part of a team. Proficient in a wide range of applications, project management tools, and digital workflows.

CONTACT

WEBSITE
richardf.ink/contact
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EDUCATION

ST. JOHN'S COLLEGE
Annapolis, MD
Aug '12 – Dec '13
M.A. Liberal Arts

COVENANT COLLEGE
Lookout Mt., GA
Jun '01 – May '05
B.A. English

ANNE ARUNDEL
COMMUNITY COLLEGE
Arnold, MD
Jan '14 – Dec '14
A.A. Visual Arts

UNIVERSITY OF PENN. – ONLINE
Philadelphia, PA
Jan '19 – Jul'19
Certificate – Full Stack Web
Development Bootcamp

SKILLS

Writing & Editing
Web & Graphic Design
Information Architecture
Branding & Marketing Strategy

PROFICIENCIES

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
HTML & CSS
WordPress

EXPERIENCE

FREELANCE DIGITAL CONTENT WRITER
richardf.ink, LLC / Altoona, PA / Jun '16 – Today

For 50+ retainer and single project clients ranging from funeral and burial businesses to forensic handwriting experts and cancer advocacy organizations:

- Composed hundreds of on-brand articles and messages to share on multiple digital marketing platforms and traditional marketing outlets
- Created unique Brand Identity Systems by working closely with clients to unify logos, fonts, colors, tones, and personalities within environments established by clients' mission, core values, vision, and goals
- Crafted a wide variety of marketing products including websites, social media posts, emails, print ads, radio & TV ad scripts, flyers, and direct mail materials

WEB CONTENT WRITER
JMG Systems / Hollidaysburg, PA / Jan '15 – May '16

For 30+ clients from industries ranging from medical and engineering to foodservice and educational non-profits:

- In a team environment, wrote SEO-rich web content enabling clients to better attract and connect with target audiences through their web platforms
- Researched, designed, and implemented SEO strategies that improved clients' abilities to convert web traffic into tangible leads and customers
- Developed and implemented special one-time and recurring web, email, and social media marketing campaigns for both company and clients

46R PUBLIC AFFAIRS SPECIALIST/BROADCAST JOURNALIST
US Army / US Army Reserve / May '05 – Jul '11

While serving as a Non-Commissioned Officer in the Reserves and on Active Duty:

- Produced and disseminated several hours worth broadcast product from Khost, Afghanistan in support of Operation Enduring Freedom (OEF) reaching an estimated 100M+ viewers worldwide
- Embedded with First Armored Division Public Affairs unit to produce broadcast products in Iraq and Kuwait in support of Operation Iraqi Freedom (OIF)
- Performed TV anchor and morning radio host duties in Hessen, Germany for the American Forces Network - Europe (AFN) reaching an estimated daily target audience of 100K+ military personnel and their families, as well as a shadow audience of 1M+ local nationals