

COLEEN YORK STEINHAUS

www.coleenyork.com

EDUCATION

Westminster College

Bachelor of Arts Degree, *Magna Cum Laude*
Public Relations Major; Media Art Minor

New Wilmington, Pennsylvania
May 2011

Poynter News University

ACES Certificate in Copy Editing

Achieved in November 2015

The Art Institute

Media Art / Photography Affiliate Program

Pittsburgh, Pennsylvania
January 2009 – June 2009

EMPLOYMENT

TravisMathew

Conceptual Copywriter for all written materials across all platforms, including:
Catalog Mailers, Website, Product Descriptions, Email Marketing, Brand Guidelines
<https://www.travismathew.com/>

April 2019 – present

Coleen York, Copywriting & Marketing Specialist (2012-present)

Freelance contractor providing copywriting services for clients, some of which include:

- **Urbanwalls**

Copywriter responsible for all written content for home décor brand, including:
Blogs, Product Descriptions, Email Newsletters, Media Kits,
Brand Partnership Documents, Web Copy, and Instagram
<http://www.uwdecals.com/>

February 2017 – present

- **Stance Socks**

Copywriter responsible for various product needs, with emphasis in:
Email Campaigns & Marketing
<https://www.stance.com/>

December 2017 – December 2018

- **Nike**

Copywriter for various Nike Women's projects, including:
Nike Women's Summer and Fall 2016 Style Guides, Bra Services,
Fall Tone Pieces, Women's Training, Product Descriptions, Nike+ App Stories
<http://nike.com/>

December 2015 – September 2018

- **Major League Baseball**

Copywriter for MLB 2019 Spring Training Slogan
<https://www.mlb.com/>

August 2018

- **Conscious Minds**

Copywriter for creative agency writing content for companies like:
Nike, Resilience CBD Oil
<https://www.weare.cm/>

April 2018 – August 2018

- **The George Jones Museum and The Glen Campbell Museum
Through Temeka Advertising, Inc.**

Copywriter & Editor for The George Jones & Glen Campbell Museums
Developer of all written storyboard content for museum displays
Copywriter for description tags for each museum artifact
Researcher for all written content for accuracy
<http://georgejonesmuseum.com/>
<https://glencampbellmuseum.com/>
<http://www.temekagroup.com/>

February 2015 – October 2019

- **Beyond Fifteen**

Copywriter for PR agency writing content for companies like:
Adventist Health, The Sawdust Festival, Price Spider, Carepoynt,
Blue Planet Eyewear, Toyo Tires, The Edge Music Network
<http://beyondfifteen.com/>

February 2018 – April 2019

- **W Brand Studio**

Copywriter for brand agency writing content for companies like:

October 2018 – January 2019

Angelina's Pizzeria, HBT Labs, Fighting Chance, Vanguard Pailung,
Whatta Box, California Business Bank
<https://wbrandstudio.com/>

- **Rathman & Co // B&B Kustom Kennels** January 2018 – April 2019
Copywriter and Content Manager for social media accounts
Copywriter for website content
<https://rathmanandco.com/>
<https://bbkustomkennels.com/>
- **Stone Arch Travel** February 2019 – July 2019
Copywriter and Content Manager for Instagram account
<http://www.stonearchtravel.com/>
- **Graphited** January 2018 – January 2019
Editor for all graphic design projects
<https://www.graphiteddesign.com/>
- **Dastmalchi** November 2016 – November 2017
Copywriter for ecommerce group, working with brands like:
Dazzlepro Oral Care, Vanity Planet, Vitagoods, Quench Skin Care
Copywriter for product packaging, web, and instruction manuals
<http://dastmalchi.com/>
- **Dashwood Floral** March 2017 – June 2018
Copywriter and Content Manager for website & social media accounts
<https://www.dashwoodfloral.com/>
- **Go Live HQ & Promise Tangeman** September 2016 – December 2016
Copywriter & Content Creator for Promise Tangeman design website
<http://www.promisetangeman.com/>
<http://www.golivehq.co/>
- **Signature Party Rentals** September 2012 – May 2016
Copywriter for social media accounts & weekly email blast to clientele
<http://www.signatureparty.com/>
- **New Image Promotions** March 2016
Website Content Writer
Created "About" documents, including crafting tone and brand identity
<http://www.nipromotions.com/>

EXPERIENCE

Polkadot PR

Student Intern

Surry Hills, Sydney, Australia
June 2010 - August 2010

- Wrote press releases for clients specific to brand identities
- Assembled industry specific media lists for clientele
- Initiated inquiries and follow up to media package distribution
- Provided daily maintenance of social media accounts for clients
- Wrote weekly blogs targeting client specific audiences
- Clientele included: *Gumtree Australia, Vani-T Beauty, Organic Green Expo, The Alzheimer's Foundation, and Queen Bee Maternity*

SKILLS

- Creative, technical, and promotional writing
- Storytelling
- Copywriting and editing
- Journalism (*hard news, features, editorials*)
- Relational communications and public speaking