

# CARMEN R. H. CHANDLER

[crhchandler@gmail.com](mailto:crhchandler@gmail.com), Dina Dana Towers, Apt. F-17 Mahboula Block 1, Kuwait 54001 +965 9719 5072

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## Writer & Content Creator

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### SUMMARY

Sharp, passionate writer with a calling to create quality content. Actively looking to contribute skills and grow with a forward-thinking team. Bylines in several notable publications; also an experienced ghostwriter. Excellent communicator with admirable work ethic. A unique and thoughtful voice; winner of the Spoken Black Girl Mental Health Personal Essay Contest. Talent for crafting distinct narratives and voices for brands in all stages of development. Ample experience in web-based content production and editing for small businesses and nonprofits. Well-versed in writing for the internet, including SEO. BA in Communications from The University of North Carolina, Chapel Hill.

**Technical skills:** Google Applications (Drive, Docs, Sheets, etc.), WordPress, Microsoft Office (Word, Excel, PowerPoint, Outlook), Constant Contact, Mail Chimp, Facebook, Twitter, Instagram, Pinterest, LinkedIn, Typing Speed of 50 WPM

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### BYLINES

PORTFOLIO: [CARMENCHANDLERBLOG.WORDPRESS.COM/BLOG](http://CARMENCHANDLERBLOG.WORDPRESS.COM/BLOG) (PASSWORD: #NOKIDS333)

*\*Please note: This section details my most recent credited work. Given that the vast majority of my ghostwriting is subject to non-disclosure agreements, that experience is not listed here. Please see the entry entitled 'Q4 Launch,' under Career History, for more information about my background in that sector.*

#### TONIC (VICE)

*Only White People Can Get Away With the Microdosing Trend (2018)*

#### SPOKEN BLACK GIRL – MENTAL HEALTH PERSONAL ESSAY WINNER

*Speaking Her Name: How an Ancestral Connection Is Helping Me Heal (2018)*

#### HEALTHLINE

*Microdosing: 'Smart' Psychedelics Explained (2018)*

*5 Things I Wish I Knew Before I Went Vegetarian – and Gained 15 Pounds (2018)*

#### UNCOMFORTABLE REVOLUTION

*Might As Well Face It – You're Allergic to Love (2018)*

#### FOR HARRIET

*Self-Care Is Community Care (2018)*

#### THE BODY TEMPLE

*Ubuntu: Ancestral Wisdom for Healing (2018)*

*Taking Back Our Bodies (2017)*

#### POST AND COURIER

*Review: Annex Dance's 'Trinity' references city's sacred symbolism (2017)*

#### THE LOTUS SPOT

*I Must Be Wild (2017)*

#### FAMILY TIME VACATION RENTALS

*How to Unplug Your Family and Make Them Love It! (2017)*

## CAREER HISTORY

### **FREELANCER (2017 – present)**

#### **Independent Contract Writer**

Generate and pitch ideas for unique written pieces to publications that are an appropriate fit. Conduct research and interview sources. Draft engaging, informative articles. Communicate effectively with editors about story arc, style, tone, and revisions. Track deadlines and invoices.

#### ***Key Achievement:***

- 2018 winner of Spoken Black Girl Magazine's Mental Health Personal Essay Contest

### **UNCOMFORTABLE REVOLUTION (2018 – 2019)**

#### **Contract Writer**

Write articles, essays, and listicles engaging awkward cultural conversation around illness (especially chronic illness). Research factual information. Establish contact with sources and conduct interviews. Pitch fresh ideas and work with editors to produce a working schedule of assignments. Create in alignment with the humorous, direct tone of the publication.

#### ***Key Achievement:***

- Success of first essay led to consultancy contract for multiple assignments.

### **Q4 LAUNCH (2016 – 2018)**

#### **Freelance Destination Marketing Content Creator**

Create 500-700 word blogs for hospitality, travel, and real estate industry clients based on SEO keywords and formatting; identify images and post in WordPress. Manage social media pages and create several posts per week for each profile (Facebook and Pinterest). Write promotional emails.

#### ***Key Achievements:***

- All clients have experienced increased reach, engagement and bookings as a result of online content.
- Spearheaded new project involving motivational messaging, highly personalized blogs, client interviews, and video content.

### **UPWORK (2016 – 2018)**

#### **Contract Copywriter**

Copywriting and editing for email marketing, blogs, social media, and affiliate campaigns. Provide marketing strategy consultations for startups and established small businesses.

#### ***Key Achievements:***

- Created and launched new promotion for a client that resulted in a 100% event participation rate.

### **INDULGENCE MASSAGE AND BODYWORK (2015 – 2016)**

#### **Business Operations Manager**

Wrote monthly e-newsletter and promotional emails. Edited marketing materials. Oversaw events calendar, planned wellness workshops, and managed social media. Held primary responsibility for daily operations.

#### ***Key Achievements:***

- Produced, edited, and launched first direct mail campaign in Summer 2015 with 3% response rate.
- Created unique sales flow and script.

## ADDITIONAL PROFESSIONAL EXPERIENCE

### **AMERICAN SCHOOL OF KUWAIT (2019 – 2020)**

#### **Librarian & Media Specialist, Secondary School**

Manage collection of print books and online materials for Middle and High School students.

#### ***Relevant Experience:***

- Train students and staff to access online research resources.

### **AMERICAN SCHOOL OF KUWAIT (2018 – 2019)**

#### **High School English Teacher**

Developed and taught daily lessons to English 10 and English 10 Honors students.

#### ***Relevant Experience:***

- Developed curriculum for online research assignments. Edited and proofread student essays.

### **MASSAGE ENVY SPA (2013 – 2014)**

#### **Assistant General Manager**

Implemented fresh sales and marketing techniques. Conducted trainings. Performed massage for clients.

#### ***Relevant Experience:***

- Wrote training protocol including sales and marketing procedures for new hires.

### **EMBODY HEALING ARTS, LLC (2010 – 2015)**

#### **Owner/Practitioner**

Performed massage and conducted dance classes. Developed community wellness education programs.

#### ***Relevant Experience:***

- Email and social media marketing, advertising, and community outreach.

### **CULTURAL TOURISM DC (2008 – 2010)**

#### **Project Associate, Heritage Programs**

Assisted with community outreach, planning, research, and editing for Heritage Programs initiatives.

#### ***Relevant Experience:***

- Edited African American and Neighborhood Heritage Trail Guidebooks.
- Proofed copy for weekly email newsletter.

### **SUNFLOWER COUNTY FREEDOM PROJECT (2004 – 2008)**

#### **Teacher, Community Coordinator**

Created “Sankofa Summer” program curriculum. Taught Language Arts, Civil Rights History, and Health. Coordinated with local organizations to create student service projects.

#### ***Relevant Experience:***

- Wrote play, “A Change Is Gonna Come,” for touring student company.
- Wrote quarterly program newsletter.
- Assisted with grant writing.

### **ISAAC SCHOOL DISTRICT (2006 – 2007)**

#### **Reading Teacher, Carl T. Smith Middle School**

Developed and taught daily Language Arts classes to 115 students.

#### ***Relevant Experience:***

- Edited, designed and coordinated student newspaper.

## **FORMAL EDUCATION**

**UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, Overall GPA: 3.55 (2002 - 2006)**

Bachelor of Arts Communications, GPA: 3.47

Bachelor of Arts African American Studies, GPA: 3.88

**THE KOGOD SCHOOL OF BUSINESS, AMERICAN UNIVERSITY (2015 – 2016)**

MBA-level Marketing coursework – 18 credits

## **ADDITIONAL TRAINING**

**ARIZONA SCHOOL OF MASSAGE THERAPY (2008)**

Diploma, Accelerated Massage Therapy Program

**LEARN TEFL: TEACH ENGLISH WORLDWIDE (2018)**

150-Hour TEFL/TESOL Master Course – Grade A, Certified