

# CASANDRA ARMOUR



one-ess.com

Versatile, dedicated, digital communications professional, exploring opportunities for growth + enrichment.

## EXPERIENCE

Freelance Writing + Communications  
[September 2009- present]

Various private + public clients

Please see [one-ess.com](http://one-ess.com) or [LinkedIn](http://LinkedIn) for full portfolio

- ▶ Supporting a wide array of organizations in visual and written communications, from content creation and graphic design, to event coordination and promotion, and more.

Social Media Strategist + Content Contributor

[2012-2017]

[LadyClever.com](http://LadyClever.com)

Optimal Fusion, Los Angeles, California

- ▶ Utilized well thought-out, organic social media outreach without paid ads to grow social media audience to over 30K dedicated fans across multiple platforms. Wrote and edited dozens of timely and provocative pieces on women's issues.

Digital Marketing Copywriter

[February 2015-March 2016]

[ViralNova.com](http://ViralNova.com)

Zealot Networks, New York, New York

- ▶ Expertly crafted bold, attention-grabbing headlines to encourage hundreds of thousands of shares of each piece of content, for the 3<sup>rd</sup> most popular viral site in the world.

## EDUCATION

Liberal Arts + Humanities Major

[Ongoing]

[Community College of Allegheny County](http://CommunityCollegeofAlleghenyCounty.com)

- ▶ Focus on sociology, gender and social issues, + marketing.

## EFFORTS

Fundraising + Social Media

[2015-present]

[Dreams of Hope](http://DreamsOfHope.org)

- ▶ Co-coordinated the most financially successful auction in the event's history in 2016, committed to the 2017 gala. Continued support of Dreams of Hope and the local LGBTQIA+ community via the organization's social media platforms.

Pittsburgh,  
Pennsylvania

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## SKILLS

Content Writing, Curating, Editing

Wordpress  
Content Input  
+ Management

Graphic  
Design +  
Layout

Microsoft  
Office  
Suite

Adobe  
Creative  
Suite

Marketing  
+ Promotion  
Savvy

Budgeting  
Time +  
Goals

## INTERESTS

Lyrics  
+ Melodies

Stage  
+ Screen

Reading  
+ Writing

Comic Book  
Culture

International  
Cuisine

Travel  
+ Adventure

Social  
Issues

Radical  
Politics

References  
upon request,  
of course.