

TRAER SCHON

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WORK EXPERIENCE

Walker Sands | Chicago, IL

Copywriter (*Feb. '21–Present*)

- Collaborate with design and branding teams to brainstorm and execute creative campaigns

Senior Content Specialist (*Oct. '19–Feb. '21*)

- Leverage SEO analysis in content that elevates client SERP rankings for targeted keywords
- Strategize by channel to exceed social media engagement and lead-generation goals

Content Specialist (*Oct. '18–Oct. '19*)

- Wrote digital assets for B2B tech clients (web pages, social posts, tip sheets and data reports)
- Interviewed experts and crafted articles for top-tier publications and industry-specific outlets

bluespace creative | Denison, IA

Copywriter (*Oct. '17–Oct. '18*)

- Wrote marketing collateral, press releases and web pages for clients across industries
- Created multi-platform social media content in companies' unique voices
- Worked with teams to conduct brand assessments and build marketing strategies

Billboard magazine | Remote

Freelance Writer (*Apr. –Jul. '17*)

- Contributed short-form and Q&A stories for Billboard's inaugural "30 Days of Pride" project
- Collaborated with editor to identify story angles and communicate with publicists

Ethos magazine | Ames, IA

Editor in Chief (*Apr. '14–May '17*)

- Curated, assigned and edited stories for a tri-annual student magazine
- Hired executive staff, recruited new members and maintained publisher relationship

Iowa State University Athletics Department | Ames, IA

"Cy" Mascot Squad Member (*Aug. '13–May '17*)

- Developed techniques to engage crowds at athletic and community events
- As captain, organized team meetings and managed Cy's social media channels

Iowa State University

B.S. Journalism and Mass Communication (*Summa Cum Laude, with honors*)

- GPA: 3.97, Spanish minor, Costa Rica study abroad experience

EDUCATION

SKILLS SUMMARY

- Comedy, humor and entertainment writing
- Editing, copywriting and AP style
- Creative campaign ideation and execution
- SEO and social media writing

AWARDS & ACHIEVEMENTS

- 2020 Hermes Creative Gold Award
- Google Analytics certification
- iO Improv Training Program graduate