

## CV Brandy Cros Burden

Age: 29

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Position: Copywriter

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I am a creative writing professional, skilled in business and technical niches and am passionate about the written word. Currently, I am seeking new opportunities that will allow me to pursue creative and technical goals to forward my career, portfolio, and skillset.

### Work Experience

2019-Present	Wydee BV – Technical Writer, Copywriter <ul style="list-style-type: none"><li>• Technical documentation for SaaS</li><li>• Support &amp; Helpdesk development</li><li>• Conducted interviews to source content and information</li><li>• Conducted keyword research and outreach campaigns</li><li>• Managed web copy and promotional content for website and blog</li></ul>
2017-2018	Aegon – Senior Copywriter Future Fit Program <ul style="list-style-type: none"><li>• Managed internal communications for global team on the program</li><li>• Wrote articles aimed at global audience of 30,000+ people</li><li>• Developed web pages and a community on intranet using SharePoint</li><li>• Developed and launched strategy for community engagement</li><li>• Provided native English support for training programs and workshops</li><li>• Technical writing for diverse materials supporting the program</li></ul>
2013-2020	<i>Skubana</i> Digital SaaS company offering inventory management software <b>Blogger</b> <ul style="list-style-type: none"><li>• Researched and wrote content simplifying highly technical subjects for blog readers, primarily in digital marketing, including the use and application of software for end users.</li><li>• Created manual explaining processes for readers learning to use Skubana's software.</li><li>• Developed financial guides and information for e-commerce companies</li></ul>
2016 - 2017	<i>Schouten &amp; Nelissen</i> - <b>Copywriter and Editor</b> <ul style="list-style-type: none"><li>• Worked with a team of trainers (Native Dutch) to refine and polish English copy for native audiences</li><li>• Participated in content planning and creation</li></ul>
2016 - 2020	<i>NDS</i> - <b>Copywriter and Editor</b> <ul style="list-style-type: none"><li>• Participated in the rebranding and re-launch of the Net Display Systems as NDS and PADS4, including the creation of all web-</li></ul>

	<p>facing brand content such as web content and press for both new brands.</p> <ul style="list-style-type: none"> <li>• Attended events in a press function</li> <li>• Edited and refined all English texts to native level</li> <li>• Created content around technical subjects</li> <li>• Created internal communication including newsletters, brochures, and company magazines for 2 years running</li> <li>• Wrote web content for new brands and projects as relevant.</li> </ul>
2013-2014	<p><i>American Power and Gas, Philadelphia, USA - Copywriter &amp; Blogger</i></p> <ul style="list-style-type: none"> <li>• Participated in the company's 2013-2014 green initiative, delivering web copy, blogs, and reports through the project. Subjects included <a href="#">energy efficiency</a>, the solar power &amp; initiatives, and company policies for decreasing energy usage in the office and through transportation.</li> <li>• Worked with tools including WordPress, Photoshop, &amp; Microsoft Office</li> </ul>
2012-2014	<p><i>eBay.com and eBay.co.uk – Freelance Copywriter</i></p> <ul style="list-style-type: none"> <li>• Researched and wrote long-form guides for marketing purposes, in the technology niche as part of large a team</li> <li>• Topics included a diverse array of technology items. Due to the nature of the project, the team was expected to quickly learn and understand a diverse array of topics from financial to home goods.</li> <li>• Worked with a large team to produce help and guide content</li> </ul>
2009-2013	<p><i>Apple Copywriting, Dallas, Texas, USA, - Copywriter</i></p> <ul style="list-style-type: none"> <li>• Worked for companies in ecommerce and marketing niches as a ghost writer.</li> <li>• Researched and wrote content for websites, brochures, &amp; blogging</li> <li>• Handled keyword research through Google Analytics for SEO</li> <li>• Interviewed clients for the creation of in-house materials.</li> <li>• Developed technical documents and manuals</li> </ul>

## Education

Period	Education
1995 – 2009	General Education Diploma
19-01-2009-31-06-2010	Technical writing course and Internship at Apple Copywriting, formerly located in Dallas, Tx., United States. Now defunct.
08-2012-10-2012	International English course on writing for secondary language learners, through IBM Research
2022	Digital Marketing, Search Engine Optimization, & Google Analytics courses, through various employers