**Melanie Faith Haggard-Strange**

***Copywriter & Communications Specialist***

Jacksonville, FL 32080

strangefaith777@gmail.com

904-770-6842

* Experienced copywriter with unique creative abilities.
* Demonstrated experience in providing analytical marketing research and support through competitive product studies, demographics, and statistical data.
* Successfully motivates, understands, and relates to people of all occupations and organizational positions.
* Utilizes creative and analytical skills to produce promotional copy that motivates and most importantly, sells products and services.
* Online Portfolios: https://www.girlwiththemagicalmartianbrain.com/ https://vibrantlyformedprose.contently.com/

**Work Experience**

**Freelance Copywriter**

CDC-Plus and Upwork’s Projects - Saint Augustine, FL

March 2011 to Present

I continued to do part-time copywriting, while responsible for the full-time caretaking of CP brother. Caretaking responsibilities are no longer required. I am now seeking full or part-time employment copywriting.

**Copywriter**

Web.com - Jacksonville, FL

February 2011 to October 2012

Responsible for the creation of world-class brochures and client application sites using website design software and customer supplied information. Using expertise in written and oral communications, created persuasive SEO friendly websites and ad copy. Deadline driven production environment required 7 to 8 sites written daily for small, medium, and large companies in all industries. Required social media management and writing skills for Facebook and Google.

**Consultant & Freelance Copywriter**

WordNerd, LLC. - Saint Augustine, FL

June 2001 to February 2011

Experience writing promotional copy for online, print and public relations campaigns for local, regional and international companies. Abbreviated list of clients includes:

* Hewlett Packard-Storage Products
* LaSalle Bank
* Sysco Foods-Restaurant Promotions
* En Sol Inc,
* ABN AMRO

**Customer Service, Marketing and Communication Skills**

\* Performs in-depth interviews and market research and creates strategic, industry-targeted promotional material to businesses and individuals.

\* Provided consultative services and maintained ongoing professional working relationships with over 25 clients during a 15-year period.

\* Developed Customer Service training program “AMI CARES” for major mortgage operation, which resulted in 25% improvement in customer satisfaction.

\* Wrote targeted promotional material and campaigns to increase clients’ brand awareness and to promote service and product awareness.

\* Revised and wrote over 50 customer service letters for major Florida Bank, resulting in improved customer comprehension and reduction in call center telephone calls.

**Interviewing and Consultative Skills**

\* Conducted comprehensive interviews with key personnel in a U.S. Top-Ten Mortgage Company for Career Path project, covering over 100 positions; services include: wrote and tested career path information database, wrote job descriptions, instruction guide, and training materials.

\* Prepared confidential reports and entrusted with sensitive personnel and corporate information for major financial services company.

\* Performed extensive interviews and targeted market research to provide website copy writing services, with emphasis on SEO, Meta Descriptions and Keyword Placement; resulted in significant traffic and sales growth for businesses.

\* Wrote Marketing and Business plans, and Request for Proposals utilizing extensive research and analytical data to support revenue growth plans and proposals.

**Copywriter and Client Liaison**

IntraVue Advertising & Design - Jacksonville, FL

1994 to 1996

Wrote clear, compelling copy for various mediums and clients. Conducted research and interviews with client base to understand companies' core values and write their stories. Worked with agency's creative professionals to build marketing projects and campaigns. Worked with team to bring new products and services to market.

**Manager of Promotions**

William H. Coleman - Jacksonville, FL

1993 to 1996

**Education**Three credits short of a BA in Humanities.

University of Houston Clear Lake - Houston, TX

August 1987 to May 1989

**Skills**

Google Ads

Marketing Management

Promotional Writing

Marketing Communications

Digital Marketing

Search Engine Optimization (SEO)

Market Research

Public Relations

Proofreading

Branding

Social Media Management

Blogging

WordPress

Content Management

Content Creation

Events Management

Content Development

Email Marketing

Creative Writing

Presentation Skills

Photography

Web Development

Content Marketing

Keyword Research

SEO Tools

Microsoft Project

Project management

AP style

B2B

Google Suite

Content Strategy

Google Docs

Mac OS

Microsoft Publisher

Social Media Marketing

MailChimp

Adobe Photoshop

**Links**

<https://vibrantlyformedprose.contently.com/>

<https://www.girlwiththemagicalmartianbrain.com>

**The Girl with a Magical Martian Brian**

<http://www.newswire.com>

**June 2021**

Melanie Faith Haggard's New Book, 'The Girl with a Magical Martian Brain', Is an Empowering Journal About a Girl's Discovery of Hidden Gifts That Change Her Life

PRESS RELEASE UPDATED: JUN 30, 2021

NEW YORK, June 30, 2021 (Newswire.com) - Fulton Books author Melanie Faith Haggard, a writer who witnessed God's miracles through her life challenges, has completed her most recent book, "The Girl With a Magical Martian Brain": an inspirational autobiography that shares about a girl who overcomes the darkest times in her life and finds healing as she uses her gifts of creativity and imagination and learns the power of love.

Melanie writes, "The year 2020 is etched in history as the year COVID-19 stopped the world. Humanity withdrawing into isolation faces restlessness and insights into hidden truths about whom and what directs our lives. We watch and wait for a cure and use seclusion to search for external answers while reevaluating our inner lives.

"The Girl with a Magical Martian Brain is a brutally honest autobiography recounting a tumultuous life interspersed with miracles and other side communications. Born number seven in a family of nine, Melanie Haggard comes to terms with tragic deaths, chaos, sexual abuses, illnesses, and family challenges to reclaim suppressed innate psychic abilities.

"In her search for answers, many undeniable truths surface through dark night of the soul moments. Discover your own hidden gifts and truths as you read about how through creativity and imagination healing is possible. Learn how love is the energy of the universe and how its fuel sparks our souls providing purpose and meaning to life.

"Soul lessons differ, but the common thread in humanity's tapestry is we are here to learn how to give and receive love. Self-love as first priority catapults you into loving others and your life purpose. Make love your religion, compassion your occupation, and kindness your karma."

Published by Fulton Books, Melanie Faith Haggard's book is an encouraging account that motivates people to give and receive love as part of life's purpose. This book also explains the importance of using God-given gifts effectively for the good of oneself and humanity.

Readers who wish to experience this magnificent work can purchase "The Girl with a Magical Martian Brain" at bookstores everywhere, or online at the Apple iTunes Store, Amazon, Google Play G or Barnes & Noble.

Source: Fulton Books