

PRIMROSE MORRISON

primrosemorrison@gmail.com | Burlington, Ct 06013 | 860-890-8201

<https://www.linkedin.com/in/primrosemorrison/> | <https://primrosemorrison.primrosewrites.com/>

OBJECTIVE

Experienced professional with a strong background in administration and clerical roles. Proficient in data entry, content creation, problem-solving, and working under pressure. Professional offering dynamic skills in copywriting, proofreading and editing.

SKILLS

- Data entry
 - Time management
 - Documentation and reporting
 - Customer service
 - Attention to detail
 - Web design
 - Digital illustration
 - Brand development
 - Copywriting, editing and review
 - SEO optimization
 - Grammar
 - Communication skills
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PROFESSIONAL EXPERIENCE

Administrative Assistant

04/2017 - Current

Morrison's home Improvement LLC | Burlington, CT

- Sorted and distributed faxes, letters, and emails for office distribution.
- Kept office equipment functional and well-stocked to promote efficient operations.
- Answered phone calls and emails to provide information, resulting in effective business correspondence.
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- Organized files, developed spreadsheets, faxed reports and scanned documents.
- Answered questions from customers regarding services offered by the company.
- Responded to customer issues to provide immediate resolution and improve retention.
- Created spreadsheets in Microsoft Excel for record-keeping and reporting.
- Processed invoices and payments for accounts receivable and payable.
- Collected and entered payment data into the system, maintaining complete confidentiality and accuracy.
- Provided administrative support to executive team, including meetings and managing calendars.

Freelance Writer & Graphic Designer

08/2018 - Current

Self Employed | Burlington, CT

- Created original copy for websites, brochures, newsletters, promotional materials, and more.
- Developed graphics, logos, and layouts for product illustrations, company logos, and websites.
- Produced digital graphics, including website elements, email templates, and social media visuals.
- Utilized Canva, Pixabay, Pinterest, and other public domain sites to create, edit, and promote content for social media publications.
- Utilized content management systems for publishing and updating online material.
- Revised written output to satisfy the needs of clients, directors, or publishers.
- Proofread copy to check grammar, punctuation, spelling, syntax, and organization of material.
- Applied strong writing, editing, and proofreading abilities to each assignment to produce the best possible content.
- Proofread and edited peers' writings to ensure clarity and coherence.
- Ensured that all written work met quality standards before submission deadlines.
- Collaborated closely with individuals to ghostwrite essays on various topics.
- I wrote fiction prose, short stories, personal essays, or descriptive analyses.
- Wrote sales copy, letters, and other advertising, and marketing material.

Sales Trainee Intern

01/2023 – 04/2023

Saggio Technology | North Vernon, IN

- Conducted market research to identify selling possibilities and evaluate customer needs.
- Generated leads through networking events and cold-calling techniques.
- Used excellent verbal skills to engage customers in conversation and effectively determine needs and requirements.
- Followed up with prospects after initial contact was made.
- Participated in client meetings and sales calls to understand customer needs and requirements.

Social Media Content Creator Intern

12/2022 – 03/2023

Saggio Technology | North Vernon, IN

- Utilized Canva, Pixabay, Pinterest, and other public domain sites to create, edit, and promote content for social media publications.
- Collaborated with marketing teams to align social media content with broader marketing campaigns and goals.
- Optimized content for SEO purposes.
- Created content for various platforms, such as Facebook, Twitter, Instagram, Pinterest, and YouTube.

Contributing Writer Intern

10/2022 – 01/2023

BuzzAround, Inc. | MA

- Collaborated with editors and other writers to brainstorm ideas and refine content.
- Applied strong writing, editing, and proofreading abilities to each assignment to produce the best possible content.
- Authored original articles, blog posts, and reports on industry-related subjects.
- Adhered to strict editorial policies when creating content.
- Developed ideas or material for columns or commentaries by analyzing and interpreting news, current issues, or personal experiences.
- Generated new ideas for feature stories while meeting tight deadlines.
- Reviewed existing content to ensure accuracy and quality standards were met.

W.R.I.T.E Experience

12/2021 – 01/2022

Southern New Hampshire University | Manchester, NH

- Collaborated on a virtual team of liberal arts students to conduct industry research, create digital content, and capture audience attention through engaging material.
- Utilized advanced editing, proofreading, and attention to detail to meet deadlines for the submission of an article.
- Managed grammar, typographical, and composition errors while multitasking to meet deadlines.
- Provided support and guidance to colleagues to maintain a collaborative work environment.

EDUCATION

Bachelor of Arts: Creative Writing & English

11/2023

Bachelor of Arts: Creative Writing and English

- Concentration in Poetry, minor in Professional Writing
- 3.276 GPA
- Fall, 2021 - Dean's List
- Summer 2022, Winter 2022 - President's List
- Fall 2021, Winter 2022, Spring 2022, Summer 2022, Fall 2023 - Honor Roll
- Member of The National Society of Leadership and Success member, 2022
- Member of Sigma Tau Delta International English Honor Society, 2022
- Participated in the W.R.I.T.E. Challenge