



# Holly Anagnos

Senior Writer

[www.hollyanagnos.com](http://www.hollyanagnos.com)

[HollyPatricia@gmail.com](mailto:HollyPatricia@gmail.com)

(802) 497-1825

- ★ Commended multiple times by management, colleagues and clients at First Page Sage
- ★ Commended in IBM's ITSO Client Newsletter eight times
- ★ Promoted twice at NCL
- ★ Leveraged on new business teams at First Page Sage and IBM
- ★ Colleague training and leadership at First Page Sage and NCL

I'm Holly Anagnos, a Senior Writer who can craft outstanding content for any channel. I'm a leader and a creative problem solver who's versatile enough to shine on any project. Read my writing samples at: [hollyanagnos.com](http://hollyanagnos.com).

## Areas of Expertise

- SEO, branding, thought leadership and blogging
- Social media management/PR
- Technical writing
- Conversions, leads, B2B, B2C
- Editing
- Customer relations
- Academic ghostwriting
- IT software, hardware and tech
- Architecture & construction
- Higher education and K-12
- Real estate investment
- Banking and finance
- Supply chains
- Mobile apps
- Retail stores, restaurants and POS systems
- Cruise industry and travel
- Spa, salon and beauty
- Non-profits

## Professional History

**SEO Onboarding Writer;** *First Page Sage (FPS)*, Telecommute  
**12/2017-04/2020**

- Wrote compelling SEO keyword leadership content for blogs, landing pages and meta descriptions.
- Developed brand language and content on several accounts.
- Retained challenging clients by applying feedback and by using meticulous attention to detail.
- Demonstrated leadership by mentoring other writers on new deliverable types and leading discussions.
- Showed superior technical skill and wrote any deliverable type on any topic for any client or industry.
- Exceeded management expectations in terms of deliverable quality, productivity and timeliness.
- Developed client interview questions to aide in source gathering.
- Maintained an excellent working relationship with all coworkers.
- Conducted writer trainings on editing and branding.

**Academic Ghostwriter/Editor;** *Academic Paper Help*, Burlington, VT  
**09/2017-Present**

- Writes original graduate and undergraduate academic papers: essays, capstones and research papers.
- Researches academic subject matter and documents citations following MLA guidelines.
- Has a proven record of delivering "A" graded papers before deadlines.

**Online Community Management Consultant;** *Kre8tive Nails & Spa*, Vergennes, VT  
**12/2016-Present**

- Develops inbound marketing content for online advertising: Google, Facebook, Instagram and Yelp.
- Customer relations: responds to all social media inquiries, replies to good and poor ratings and reviews.
- Works to cultivate 5-star ratings on all social media venues.

**Marketing & Business Development Consultant;** *Absolute Wellness Healing Spa*, S. Burlington, VT  
**9/2015-11/2016**

Was extremely flexible in an evolving role: provided a variety of freelance consulting services.

- Copywriting
  - SEO web copy, radio advertisements, print and social media: Indeed, Craigslist and Yelp.
  - Created and edited new content in the POS system and the "Ask Frederick" external marketing tool.
- Brand Development

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- Consulted on Yelp and other social media strategies.
- Proposed re-branded business names, provided direction on brand elements such as logo design.
- Online Community Management and Customer Relations
  - Developed customer relations replies and advised on client complaint compensation.
  - Provided community management guidance for Yelp and other social media.
- Business Development
  - Interviewed SMEs, researched and outlined the curriculum.
  - Researched instructor and student guides, course evaluation materials and student practice exercises.
  - Researched industry standards, government and VT state standards for SpaSiana licensure.
  - Researched competing massage school programs.
  - Served as Secretary of the AWHs Steering Committee.
  - Wrote, researched and developed the AWHs HR Employee Handbook.
  - Communications management: determined internal and external communication needs of the business and steering committee: wrote said communications and managed review cycles.
  - Wrote: Organizational charts; spreadsheets; memos; steering committee meeting notes, materials and agendas; corporate values statement; owner's communications to employees and numerous reports.

**Technical Writer; *International Business Machines (IBM)*, Telecommute  
04/2008-10/2013**

- Fulfilled the diverse writing needs of ITSO clients.
- Interviewed clients and SMEs, identified messaging needs and wrote deliverables using IBM style guide copy.
- Delighted clients and cultivated high-revenue accounts with quality deliverables and attentive service.
- Audience included: B2B, IBM Business Partners, internal audiences (educational or sales materials), C-level, SMBs, investors and international demographics.
- Wrote for a variety of industries: life sciences, banking, finance, aerospace, energy, IT, education and more.
- Edited BladeSpec technical documents, attended engineer and SME project management meetings to gather update requirements and was responsible for version control.
- Deliverables included: solution briefs, white papers, data sheets, case studies, brochures, palm cards, flyers, print ads, labels, social media content, online video commercial scripts, podcast scripts, web copy with SEO terms, email campaigns, creative ideas for trade show giveaway items, PowerPoint presentations, newsletters and journalistic articles, edited co-workers' copy and BladeSpec technical documents.
- Routinely commended in the company newsletter for excellent quality of work and client satisfaction.

**Three Different Job Titles; *Norwegian Cruise Line (NCL)*, Miami, FL  
6/2003-03/2008**

**Internet Marketing Copywriter (Second Promotion)**

- Wrote branded copy for ncl.com web site: blogs, sales offers, flash video scripts and product descriptions.
- Wrote print collateral: brochures, mailers, magazine ads, product labels, signage and menus.
- Wrote in the NCL brand voice with careful attention to tone and consistency.
- Edited and proofread internal and external product copy: web content; technical documentation; and business communications for other copywriters, SMEs and stakeholders.

**Web Content Editor (First Promotion)**

- Developed/edited content and forms with Dreamweaver and FrontPage for ncl.com and orientlines.com
- Built or updated web pages and sites in CMS, or with HTML.
- Produced content and merchandised the NCL product through FatWire CMS for ncl.com.
- Wrote many technical documents for the department: CMS training manuals, CMS user guides, use cases, process documents and more.

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- Edited and proofread copy, corrected errors on the live production site and QA of all online publishing.
- Trained business members on CMS and trained new hires on job duties.

#### **Customer Relations Coordinator**

- Wrote 40 letters a week in response to all complaints for the Norwegian Wind and Jewel.
- Evaluated client complaints, offered compensation and retained customers through commended CR strategies.
- Wrote reports for the CR recommendations committee.
- Served as back-up for the CRS Administrator (reporting, mail merges and data analysis).
- Wrote PR statements for CEO Collin Veitch for the NCL.com website.
- Received the SAILOR award for excellent job performance twice.

#### **Legal Secretary, Richard Shuster, Esq. Miami, FL**

##### **10/2001-5/2003**

- Drafted and proofread time-sensitive BI and PIP law answers, subpoenas, complaints, discovery and motions with the court for Mr. Shuster.
- Managed BI cases from retainer to settlement; transforming them into profitable, settled cases.
- Monitored and obtained responses and communications, organized, maintained and retrieved case files.
- Served as liaison between the attorney, courts, clients and other agencies as required.

#### **Degree & Continuing Education**

**John Truby Writers Studio** (currently enrolled)

**Rose State College Writing Program** (Spring 2014)

**Florida International University Creative Writing Program** (Summer 1998)

**Associates Degree of Arts & Science; Hollins University, Roanoke, Virginia (1997 -1999)**

- English major and Sociology minor

#### **Additional Skills**

- **SEO**, Google Analytics, Facebook Analytics, WordPress, Wix and Survey Monkey
- **Inbound marketing**
- **Technical writing**, documentation and version control
- **Editing and proofreading**: AP, MLA and Chicago Manuals of Style; brand guidelines
- **Administrative**: 10,904 KPH, organization, planning, problem solving, critical thinking and accuracy
- **Steering committee**: agenda, notes, attendance, research, minute-keeping and attention to detail
- **MS Office**, Visio, PowerPoint, Photoshop, SharePoint, FrontPage, Access, HTML, Dreamweaver, FTP, CMS, Lotus Notes and workflow or project management systems