

ELIZABETH SHORT

978-618-8265

Elizabeth.Short.12@gmail.com

www.linkedin.com/in/lizzie-short-writer

Versatile communicator with 7+ years of experience writing for diverse audiences; adept at rendering complex subject matter simple and engaging.

EXPERIENCE

Content Strategist, MBTA (Contract)

February 2024 – June 2024

- Maintain and update website using Drupal to ensure accuracy regarding upcoming diversions, events, and schedules.
- Create useful text that presents information and options in a concise, clear, format that adheres to style guidelines and accessibility best practices.
- Copy-edit work from team members, conduct webpage audits, utilize CTAs, and more.

Content Developer, ICF

May 2023 - January 2024

- Fulfilled client (ORR) technical assistance (TA) requests, conducted research and converted complex legal content into natural language that could withstand translation into two languages.
- Developed and used personas who were representative of our audience and their diversity of language, literacy, gender, educational level, and cultural beliefs.
- Concepted and wrote conversation prototypes for our helpdesk persona, “Ali”. Delivered complex information to our audience that required understanding of how information architecture, design, and writing interact to create a seamless user experience on critical user topics (immigration status, travel capabilities, etc.)
- Collaborated with a multi-disciplinary team (and stakeholders) to deliver user-centric products in a rapidly evolving legal landscape.
- Concepted, researched, and wrote trainings, one-pagers, video scripts, and other content for lawyers serving Afghan immigrants and asylum seekers.
- Researched and wrote content directly serving recent Afghan immigrants and asylum seekers, developing expertise in immigration law and Afghan culture, languages, and history.
- Worked closely with subject matter experts, translation services, and contractors to produce accurate, engaging, user-centric, and timely resources in a rapidly changing legal landscape.

Writer/Editor, MindEdge Learning (promoted to Editor, Jan. 2023)

2020-May 2023

- Wrote courses, business case studies, video scripts, and simulations on project management for diverse audiences following accessibility best practices.
- Managed UX for simulations whose user journeys followed branching paths; tracked what users would and would not know based on their learning pathways and ensured content was written to keep all users properly informed.
- Promoted to editor and given additional project management and business advising responsibilities.
- Copy-edited and proofread work by other writers.
- Provided project management for the launch of [PM Skills](#), a new suite of project management courses, to ensure we met a tight deadline.

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- Conducted subject matter expert interviews; developed SEO keywords for courses; consulted on the creation of a new CMS; placed content using HTML.
- Spearheaded work on a time-sensitive project for a major client, quickly repurposing my previously written content to meet a critical deadline.
- Wrote content for a 5-figure revenue channel with a 99.5% customer approval rating.
- Translated complex or jargon-heavy content into lay terms for a wide audience; independently wrote high quality project management content.

Writer/Editor, Kristen Sweeney Consulting

2019-2020

- Wrote web content, articles, emails (using MailChimp), landing pages, testimonials, and multiple blog posts weekly.
- Wrote for clients in numerous verticals simultaneously: medicine, business coaching, financial advising, education, public relations, and accounting; demonstrated my versatility and capacity for quickly learning new information.
- Conceptualized and executed social media strategy for clients using SEO best practices; wrote social copy for brands across channels, including Instagram, LinkedIn, and Facebook; developed social media graphics on Canva.
- Edited articles and PowerPoint decks for content, clarity, grammar, and sentence structure.

Tour Guide, The Freedom Trail Foundation & Working Actor

2017-2020

- Competent and highly experienced public speaker; led school groups, private organizations, and public groups on tours of the Freedom Trail.

Writer/Producer (Contract), Detour (since acquired by Bose)

2017-2017

- Researched, wrote, produced, and project managed the company's most popular Boston audio walking tour using cutting-edge geolocation technology and proprietary software.

Reporter and Social Media Intern (promoted to Correspondent), NewBostonPost

2015-2016

- Pitched, researched, and wrote articles, op-eds, listicles, blog posts, and video scripts.

Political Aide, The European Parliament

2013-2014

- Researched, wrote, and edited speeches, papers, and questions to the European Commission on issues related to trade.

History Teacher, The Emma Willard School

2012-2013

- Taught history to 9th, 10th, and 11th grade students; coached indoor track; attended Union's graduate program in history.

FREELANCE WRITING

- Published in *Spare Change News*, *The Boston Guardian*, *The NewBostonPost*, and *Hellogiggles*.

SKILLS & CERTIFICATIONS

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- CAPM certification.
- Proficient in HTML, Drupal, WordPress, Medium, Mailchimp, LinkedIn, Facebook, Instagram, and iMovie.
- Proficient in Microsoft Word, Excel, PowerPoint, Asana, Google Drive, Google Docs, Google Analytics, and Google Sheets.
- Proficient in French.
- Member of SAG-AFTRA and accomplished actor.

EDUCATION

M.A., Partial, Middlebury Bread Loaf School of English

Studied literature, playwriting, and poetry.

B.A., Dartmouth College

Major: Classics. Minor: History