

SYDNEY WIEDERHOLD

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🏠 Atlanta, GA

SUMMARY

Content writer and editor with 5+ years of experience creating SEO-driven blog content, long-form articles, and website copy for B2B, media, and service-based brands. I turn complex ideas into clear, engaging content that stays true to each brand's voice.

I write across industries including mental health, real estate, tech, healthcare, lifestyle, and consumer platforms, as well as for nonprofits and authors. I adapt quickly to new topics and audiences, focusing on clarity, tone, and consistency to help brands communicate more effectively across search, social, and paid platforms.

EDUCATION

The University of Georgia

May 2019

Bachelor of Arts in Public Relations, Spanish minor

KEY CLIENTS

- American City Business Journals
- Reputation Rhino
- ClearForMe
- BetterHelp
- Ormco
- Recovery Unplugged
- Therapists.com
- Evernest
- TwoTickets

EXPERIENCE

Professional Writer and Editor, Self-Employed

Dec 2020 - present

- Write SEO-driven blog content and long-form articles across a range of industries, focusing on readability and search performance
- Collaborate with founders, editors, and marketing teams to turn ideas into clear, well-structured content aligned with business goals and messaging
- Maintain and adapt tone across multiple brands and platforms, ensuring consistency across different audiences and formats
- Research complex and sensitive topics, translating them into accurate, accessible, and easy-to-follow content
- Develop content for social media and influencer campaigns across Meta, TikTok, and Instagram, including creating and managing Meta ads
- Manage multiple projects simultaneously while maintaining communication, meeting deadlines, and ensuring consistent quality
- Edit and refine content to improve clarity, flow, and overall readability, including humanizing AI-generated drafts

EXPERIENCE CONT.

SkyWest Airlines, Flight Attendant

Aug 2019 – Oct 2022

- Ensured passenger safety through strict adherence to FAA guidelines
- Trained new employees using the company handbook and promoted team efficiency

Publix Super Markets, Customer Service Office Staff

Feb 2015 – Aug 2019

- Led, supervised, and trained front-end staff in alignment with store policies
- Addressed inquiries, resolved customer complaints, and handled financial transactions
- Created a safe work environment and managed employee relations

COMMUNITY INVOLVEMENT & LEADERSHIP

American Conservation Coalition (ACC), Member

Aug 2021 - present

- Participate in community cleanups, environmental projects, and outreach initiatives

The Wesley Foundation at UGA, Student Counselor

Aug 2016 – Aug 2017

- Mentored incoming students and led a small group

Delta Phi Epsilon Sorority, Founder, Social Media Chair

Aug 2015 – Dec 2017

- Co-founded Psi Chapter, managed social media, and served as recruitment counselor

International Service Volunteer Trips, Malawi, Haiti, Jamaica

Various dates

- Completed construction projects, taught English, and developed educational programs for children

SKILLS

- Copywriting
- Proofreading
- SEO optimization
- Research and analytics
- Editing
- Communication
- Creativity
- Branding
- Time management
- Blog post writing
- Content creation
- Microsoft Office
- Social media
- Web page copywriting
- Teamwork and collaboration