

APRIL L. HENLEY

The Woodlands, TX 77380

[832.683.5615](tel:832.683.5615)

<http://henleyapril.wix.com/ahenleyportfolio>

henley_april@yahoo.com

www.linkedin.com/in/aprilhenleyprofessionalwriter

PROFESSIONAL WRITER

Creates and reviews industry-based technical documents and marketing materials that inspire and fortify client relations.

Takes initiative with assignments. Conducts research and interviews sources to clarify details and complete projects with accuracy in time-sensitive situations. Integrates information into multiple formats and edits for improved readability and enhanced professionalism. Works well in teams or independently. Meets deadlines and customer expectations. Adapts to fluid situations and organizes details in project-driven environments.

Technical Writing | Marketing & Advertising Writing | Creative Writing

EDUCATION

Bachelor of Arts (BA), Professional Writing, Baylor University, Waco, TX, 2013

PROFESSIONAL EXPERIENCE

PROFESSIONAL FREELANCE COPYWRITER

2024 - Present

Creates persuasive and compelling written content on a freelance or contract basis. Researches target audiences, understands client goals, and writes various materials including website copy, social media posts, email campaigns, product descriptions, and advertising. Manages multiple projects while ensuring writing aligns with brand messaging and search engine optimization (SEO) best practices.

OFF DUTY MANAGEMENT, Katy, TX

2023 - 2024

Marketing Copywriter

Crafted compelling and effective copy for marketing materials, including website content, articles, and proposals. Applied SEO best practices to increase online visibility. Worked with the marketing team and leadership to develop strategic messaging to meet their objectives. Researched competitor branding to identify content opportunities to keep our brand ahead of the curve.

- Prepared Request For Proposal (RFP) responses to secure contracts with law enforcement agencies and municipalities.
- Composed two bids to Sourcewell to win Off Duty Management contracts in Software and Staffing.
- Contributed to the writing of materials for the CEO's second company, Faircroft, a real estate builder.

JUMP COMPANY, Houston, TX

2022 - 2023

Copywriter

Assisted with the creation of advertising campaigns within the industry of health insurance. Adapted an established brand and messaging strategy across a wide range of advertising materials, while adhering to all legal mandates and client preferences. Materials included print, social media, website content, paid search, email, direct mail, and OOH (out of home).

- Wrote alt text for images on the Jump Company website to help screen-reading tools describe those images to visually-impaired readers and allow search engines to better crawl and rank the website.
- Crafted Jump's social media copy to humanize the brand, engage audiences, and increase website traffic.

GOFORCLOSE, Houston, TX

2021 - 2022

Content Developer

Developed user friendly content for online marketing and front-end web development to improve search engine optimization and increase quality organic leads to both GoForClose and SolidOffers websites. Content included web pages, blog posts, presentations, videos, and social media content.

- Produced marketing playbooks to improve productivity within the company, and presentations and PDFs for use at webinars by the CEO to position GoForClose as an expert in the real estate investing industry.
- Optimized outbound marketing campaign scripts for cold calling, SMS, RVM, and email to generate leads.
- Answered HARO pitch requests and journalist inquiries on behalf of the CEO to build brand identity.

Freelance Writer

2020

Wrote blog articles for SolidOffers to educate home sellers and motivate them to sell to real estate investors.

THE SYMICOR GROUP, Houston, TX

2020 - 2021

Freelance Writer

Wrote blog articles for The Symicor Group site, and its second site, BritePros, driving quality leads to their business. Marketed new finance talent to banks and credit unions with open job positions.

LENNAR, Houston, TX

2016 - 2020

Creative Writer / Copywriter

Produced compelling content across varying channels to reflect the brand and promote Lennar Homebuilders. Checked for style, grammar, and readability of materials. Researched home market trends and brainstormed solutions to engage diverse audience types.

- Wrote the marketing messaging hierarchy for promotional product campaigns, ensuring consistency and brand cohesion across the company's 75+ real estate market divisions.
- Composed copy for a redesign of the Lennar Company website, improving the customer experience.
- Authored 40+ articles for the Open Door blog and Resource Center, increasing traffic to the company website.

PINNACLE: A HALLIBURTON SERVICE, Houston, TX

2013 - 2016

Technical Writer

Reviewed and edited 50+ microseismic (MSM) and microdeformation (MDM) reports written by project managers (PM). Checked for style, grammar, and reliability of metrics. Generated MSM and MDM report graphics.

- Wrote fracture mapping reports, utilizing analytical data provided by PMs.
- Recorded notes during conclusion and recommendation meetings, incorporating information into client presentations and follow-up reports.
- Reviewed three procedure reports for in-field use, improving readability and accuracy.

TEXAS STATE TECHNICAL COLLEGE, Waco, TX

2012

Marketing & Communications Intern

Created feature articles to appear in school's print and online media. Conducted in-person and over-the-phone interviews. Wrote newsletters and press releases to feature in local Waco newsprints.

- Wrote profile articles on two faculty members that appeared in *The Anchor News*, highlighting impact on students' lives and introducing to local readership.
- Drafted content for TSTC Foundation's scholarship and donation brochure, targeting donors and highlighting programs.

TECHNICAL SKILLS

Adobe Suite, Microsoft Office Suite
Surfer SEO, WordPress, and Canva
Wrike, Slack, Asana, ClickUp, and Zoom