

# APRIL L. HENLEY

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## 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

**Career Hiatus – Full-Time Author**

2024 - Present

### Personal Goal Pursuit

Took a career break to be a full-time author. Since publishing my book, *Treasures in a Bottle*, in December 2023, my author journey has been a unique experience riddled with lessons and new opportunities. As an indie author, I am responsible for marketing my book, maintaining a social media presence, and networking with book professionals and other authors. During my break, I have achieved the following:

- Won five book awards.
- Sold over 600 copies of my book across 29 book signings, including Barnes & Noble.
- Written three manuscripts – one is set to publish in September 2025 – and am writing two more.
- Spoke at Rare Books LA Union Station and was a visiting author at Collins Intermediate in The Woodlands, TX.

**Off Duty Management**, Katy, TX

2023 - 2024

### Marketing Copywriter

Crafted compelling and effective copy for marketing materials, including website content, articles, and proposals. Applied search engine optimization (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.
- Submitted a couple of bids to Sourcwell to win Off Duty Management contracts in Software and Staffing.
- Contributed to the writing of materials for the owner'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