



Sharon Shelton
Corpening

Content Marketing/Brand Messaging Strategist

Shaston Writes, Owner

Specializing in Content Marketing, Content Creation, Copy Editing, Brand Messaging, Branding, Core Business Documentation and Consulting

- Content Marketing Strategy, Content Creation, Web Design, Branding and Brand Aesthetics, Image Development, Core Business Structural Documentation

Shaston Media Learning Lab, Owner

E-learning hub specializing in e-courses for creatives and small business owners

- Courses include branded video production, writer development, design, online start-up and marketing.
- E-course design for passive income revenue
- Launching in June, 2018

Expertise

- 30+ years writing non-fiction, fiction, screenwriting, editing, and writing coaching
- Branding, brand messaging, brand development, content development & content marketing
- Image development & consultation, personal branding
- Articles, blogs, web content, social media content, marketing and brand copy, press kits, press releases, audio/video scripts and screenplays
- 20+ years experience as an award-winning broadcast and print journalist covering state, national and local news
- Voice-over and on-air talent with a professional theater background
- Efficient writer in multiple mediums and formats: newspapers, magazines, audio/video scripts, screenplays, fiction, copywriting, content marketing, web and social media

Experience

2013 – Now **Brand Message Strategist/Content Marketer/Content Creator, Atlanta, GA**

1. **Serving entrepreneurs, creatives, and solopreneurs** with start-up brand development, branding, content marketing strategy and implementation, start-up infrastructure documentation, and business/brand consulting.
2. **Serving small businesses** with content marketing strategy, brand messaging, brand documentation, content creation, branding and rebranding.
 - Build brand messaging structure by creating detailed ICPs, developing message architecture, creating repeatable messaging, and delivering a content style guide to ensure targeted message consistency.
 - Sculpt brand image and aesthetic design: logo design, video intro/outro design, website element design, font pairing, photo/image editing, image development and additional graphic design services.
 - Provide web design and social media profiles.
 - Build a targeted content marketing strategy upon the brand messaging and architecture foundation.
 - Provide multiple media content creation including ghostwriting, copywriting, blogging, scriptwriting, social media content, web content, presentations, elevator pitches, and e-course design.
 - Create core documentation including: mission statements, vision statements, core values statements, brand story, white papers, case studies, and company profiles.
 - Clients include Classic City Consulting, Jessie Hayden, Denise Marie Filmore

2012 -- Now

Freelance Writer/Editor

- Projects include general writing/editing services, ghostwriting, e-book editing, branded blog set-up and content, press releases, social media profiles, calendars, and content, content style guides, social media ads, crowd-funding copy, resumes, bios, logo design, brand aesthetic design, web design, photo editing, and graphic design.
- Clients include: Denise Marie Filmore (networking coach), Holly McGuinn (filmmaker), Ludlow Bailey (art curator), Nexus Pain Center (pain management center), Lisa Lindsey (realtor), and Jessie Hayden (instructional designer)

2014

Writer/Social Media Strategist, The Maids of Havana, The Movie, Miami, FL

- Wrote and managed Indiegogo crowd-funding campaign copy
- Generated social media content, press releases, bios and public relations copy
- Light graphic design for Facebook and Twitter ads.

Additional Experience (Since 1979)

Contract Instructor, John Robert Powers, Atlanta, GA & Baltimore, MD, Acting, Image Development, Voice & Diction .
Contract Technical Writer/Client Services Representative, Manpower & TPS for Nortel Networks, Price Waterhouse Coopers and MicroMass Communications, Inc.
City/Council Government Reporter, *The Daily Dispatch*, Henderson, NC.
Field Producer, North Carolina Public Television (UNC-TV), Research Triangle Park, NC, The North Carolina Public Radio Association, Raleigh, NC, WNCU-FM, North Carolina Central University, Durham, NC, National Public Radio, Washington D.C., Christian Science Monitor Radio, Boston, MA, and other national, state, and local radio and television news outlets.
Part-time Jock, FOXY 107/104, WFXC/WFXK, Raleigh, NC.
News Reporter/Producer, WUNC-FM, Chapel Hill, NC.
News Announcer/Producer, WNCW-FM, Spindale, NC.
Columnist, *Shelby Star*, Shelby, NC.
Announcer/ Producer, WETC-AM, Wendell, NC.
Reporter, *The Catholic Standard*, Hyattsville, MD.
Producer/Host, *Frontline*, WCTN-AM, Cabin John, MD.
Evening Drive Announcer, WCTN-AM, Cabin John, MD.
Production Assistant, *USAM Morning News Magazine*, The Christian Broadcasting Network, Virginia Beach, VA.
Production Assistant/Intern, WBAL-TV, Baltimore, MD.
Research Assistant, *America's Black Forum*, Washington, DC.

Awards

Radio Feature Reporting 1995, Sigma Delta Chi, Society of Professional Journalists for "Hatness."
Public Radio Service 1995, Sigma Delta Chi, Society of Professional Journalists for "Minority Health Staff Series."
Honorable Mention General News 1995, Associated Press, "Williamson Trial."
Features 1995, Associated Press, "Hatness."
Best Series/Documentary 1995, Associated Press, "Minority Health Staff Series."
1st Place General News 1994, Associated Press, "12th Congressional District Lines."

Additional Skills

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| <ul style="list-style-type: none">✓ Creative✓ Wordpress✓ Final Cut Pro✓ Avid✓ Adobe Premier✓ Adobe After Effects✓ Adobe Photoshop✓ Adobe Illustrator✓ Adobe InDesign✓ Inkscape✓ Gimp✓ Fireworks
✓ Microsoft Office✓ WordPress✓ Word✓ Excel✓ Power Point✓ Publisher | <ul style="list-style-type: none">✓ Media Skill Sets✓ Web Design✓ Videography✓ Photography✓ Video Editing✓ Image Editing✓ Sound Editing✓ Field Recording✓ Radio Board Operation
✓ Talent Skill Sets✓ On-air announcing✓ Broadcast talent✓ Two-way hosting✓ Acting for the camera✓ Stage acting✓ Vocal training✓ Voice & Diction training✓ Voice overs | <ul style="list-style-type: none">✓ Content Software✓ Final Draft✓ Adobe Story✓ Scrivener
✓ Additional Skills✓ Cosmetologist✓ Image Development Consulting✓ Writing Coaching✓ Voice & Diction Coaching✓ Handcrafted Cosmetics✓ Health & Beauty Blogging✓ Film Reviews✓ Art Reviews✓ Crafts |
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Education and Training

MFA Film and Video, The American University, Washington, DC (on hiatus)
Stage and Film Acting, Towson University (2003), Towson, MD, Studio Theater Conservatory (1983), Washington, DC, Columbia School of Theatrical Arts (1978-1979), Columbia, MD.
Public Radio Journalism, The Diversity Initiative, National Public Radio, (1993 – 1994).
Mac Business Solutions, Photoshop CS, DVD Studio Pro 3 (2004).