

Liz Ernst

Freelance Journalist, copywriter, blogger, &
content marketing specialist

1+813.965.4373 

liz@ernstpr.com 

I work remotely/online 

LinkedIn.com/in/lizbarryernst 



SKILLS

Targeted content writing
Social media management
Optimized website content
Search engine optimization (SEO)
Targeted business blogging
Professional press release writing
Research and fact checking
Simple Wordpress websites

EXPERTISE

AP Style press release writing
Content marketing
AI, IoT technology
Business startups
Multi-genre writing

EDUCATION

Bachelor's degree, Journalism
Buffalo State College School of
Journalism, Buffalo, NY

SOFTWARE & TOOLS

Microsoft Office
Microsoft Outlook
MS Word
Excel
Google Docs
Google Apps
WordPress
SquareSpace
Adobe
Photoshop

PROFESSIONAL PROFILE

Dedicated and seasoned freelance writer, blogger, and content marketing specialist with more than 20 years' experience crafting personalized content to meet the client's unique needs, engage target audiences, boost search engine ranking, and demonstrates brand authority and thought leadership.

A skilled journalist, proficient in professional AP Style press release writing, seamlessly adapts writing style and content delivery strategies to meet every business's content writing needs. Exceptional understanding of the American English vernacular, grammar, research and fact-checking responsibilities, marketing, and promotional terminology. The result is a consistent flow of expertly written, optimized content that meets a range of media style demands. Deadlines are always met. Fast turn-around times, affordable pricing, exceptional ROI.

EXPERIENCE

Liz Ernst, freelance writer & content marketing strategist | 2015 – present
website/portfolio: <http://ernstpr.com>

Self-employed freelancer for special projects

Provides a wide range of professional writing and content marketing services to a diverse range of businesses, professionals, and publications. Simple WordPress website creation. Targeted search engine optimized blog writing in niche markets, optimized website content creation, professional and social media bios. Breathe new life into outdated, neglected business websites to restore search engine visibility and reach targeted audiences.

EXPERIENCE

ernstPR.com, | 2015 – present
website/portfolio: <http://ernstpr.com>

Owner

Provides a wide range of professional writing and content marketing services to clients representing a diverse group of market segments including businesses, professionals, and startups. Write news and promotional articles for media and trade publications, targeted search engine optimized blogs, website content, professional and social media bios, AP Style press releases, social media management, branded meme creation, copy editing, and more.

EXPERIENCE

Writesstuff Services | 1995 – 2015
Co-owner

A boutique public relations firm focused on writing professional AP Style press releases for businesses, professionals, authors, nonprofits, and startups. Provided article and blog writing services, social media site creation and management, editing and proofreading services, created and managed corporate newsletters, new product descriptions for catalogs and websites, branding campaigns and more.

Filename: LIZ~ERNST_RESUME4.docx
Folder: /Users/lizernst1/Library/Containers/com.microsoft.Word/Data/Documents
Template: /Users/lizernst1/Library/Group Containers/UBF8T346G9.Office/User
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Keywords:
Comments:
Creation Date: 1/5/18 3:57:00 AM
Change Number: 2
Last Saved On: 1/5/18 3:57:00 AM
Last Saved By: Elizabeth Ernst
Total Editing Time: 1 Minute
Last Printed On: 1/5/18 3:57:00 AM
As of Last Complete Printing
Number of Pages: 1
Number of Words: 408
Number of Characters: 2,967 (approx.)