

SHAQUANDA ROBERTS

MULTI-FACETED WRITER | COMMUNICATION SPECIALIST

Contact

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Education

Full Sail University

Winter Park, FL

BFA in Creative Writing for

Entertainment

GPA 3.32

Key Skills

Bilingual (Conversational)

Exceptional Writing Abilities

Proficient Editing

Content Creation

Research

Proofreading

SEO Optimization

Social Media Content Creation

Social Media Management

Newsletter Writing

AP Style

Journalism

Storytelling

Technology Proficiency

Web Design

Videography

Written Communication

Problem Solver

Dependability

Flexibility

Interpersonal Skills

Customer Service

Detail Oriented

Highly Organized

Time + Deadline Management

Compassionate

Collaborative

Objective | Why Shaquanda?

Highly skilled, passionate, and creative writer seeking a diverse writing position that leverages my exceptional writing skills and industry knowledge to deliver captivating and impactful content. With a results-driven mindset, I am eager to collaborate with a dynamic team, crafting compelling content and enhancing brand messaging through storytelling. I'm ready to utilize my expertise and contribute to the success of a forward-thinking organization.

Professional Experience

Copywriter | ABM Industries

DECEMBER 2022 - PRESENT

Leveraging years of diverse writing experience, I skillfully refine captivating and influential copy across various industries and service lines. I employ an understanding of target audiences to produce compelling content that drives results.

- Crafts copy across diverse industries and service sectors, applying a keen understanding of target audiences.
- Diligently enhances and verifies the accuracy of copy and Deal Desk materials, meticulously attending to spelling, grammar, syntax, and structure.
- Demonstrates an unwavering commitment to maintaining brand voice and tone in all copy and Deal Desk-developed content.
- Ensures copy and materials consistently result in a 95% project completion rate.

Administrative Assistant | Purpose Writers, LLC

APRIL 2022 - AUGUST 2022

As a professional, proactive administrative assistant who streamlined clerical processes and fostered strong professional relationships, I supported the organization's success as a reliable bridge between the clients and the CEO.

- Efficiently coordinated appointments and meetings, optimized time allocation, and increased overall productivity by 20%.
- Cultivated strong relationships and ensured seamless communication channels, improving client satisfaction by 25%.
- Diligently reviewed and edited manuscripts while proactively sending timely reminders for time-sensitive deadlines.
- Trusted with safeguarding confidential information and establishing a secure and confidential environment.

Migrant Tutor | Bibb County School District

JULY 2021 - MARCH 2022

As a highly skilled Migrant Tutor with extensive professional experience in childcare and elementary education, I showcased exceptional flexibility. I served as a liaison to the city's Latin population, and my bilingual proficiency allowed me to bridge communication gaps and foster meaningful connections.

CMS Platforms

- Monday.com
- Honeybook
- InDesign
- Trello
- iMovie
- Canva
- Adobe Acrobat
- Microsoft PowerPoint
- Microsoft Planner
- Microsoft Word
- Microsoft Excel
- Final Cut Pro
- Grammarly
- Twine
- Final Draft
- Zoom
- Salesforce
- WordPress
- Wix
- GoDaddy
- Qvidian

Writing Experience

Lead Writer | Illustrators of Life Media
AUG 2020 - PRESENT

As an entry-level Copywriter/Copy Editor at an independent startup marketing and creative agency, I am vital in crafting captivating and compelling copy for various mediums, including websites, flyers, logos, and social media content.

Author | E-Book, Smashwords.com
Published: NOVEMBER 2020

Authored a small flash fictional ebook, showcasing a unique narrative voice and storytelling proficiency, captivating readers with a compelling collection of stories that leave a lasting impression.

Professional Experience (Cont'd)

- Diligently completed, submitted, and maintained comprehensive work reports with meticulous attention to detail and organization.
- Utilized writing skills to contribute valuable content to the department newsletter, effectively informing and engaging readers.
- Provided Language Arts tutorials to Migrant students, allowing them to overcome language barriers and thrive academically. This resulted in a 10% improvement in students' academic performance.
- As an ambassador for the program, I actively conducted outreach efforts, resulting in a 30% increase in program enrollment.
- Facilitated access to vital supplemental services, enhancing the overall learning experience for students with an 80% student satisfaction rate.

Media Clerk | Bibb County School District
MARCH 2020 - JULY 2021

As a highly efficient assistant to the school Librarian (Media Specialist), my strong clerical background and experience in supportive roles within elementary education allowed me to consistently deliver exceptional value and support to students, educators, and the school community.

- Assisted the MS with daily library and clerical functions and supported students and educators. This included answering phones to address technology issues, assisting parents and students during quarantine, and ensuring access to virtual learning resources. I reduced escalated technology reports by 75%.
- Expertly managed the organization of bookshelves, ensuring easy accessibility for students and creating an inviting atmosphere for exploration and learning.
- Demonstrated versatility by supporting daily technology in assisting students with digital resources and equipment within the library.
- Co-supervised the student-led News Team, fostering their Journalistic development as they contributed to the library's multimedia projects.
- Filmed and produced creatively engaging videos for the school's virtual open events, effectively showcasing the institution's unique offerings.

Paraprofessional | Bibb County School District
JULY 2018 - MARCH 2020

Through my professional childcare and elementary experience in supportive roles, I've built strong relationships, maintained professionalism, and promoted a caring school environment. As a dedicated and compassionate Paraprofessional, I prioritized student well-being to deliver exceptional value.

- Provided outstanding care to students, fostering a nurturing atmosphere conducive to their development. I established meaningful relationships with students through my genuine connection, ensuring their academic success.
- Actively supported teachers and administrators in maintaining disciplinary expectations, upholding the school culture, promoting a positive learning environment, and maintaining classroom expectations.
- Exhibited flexibility by adapting to unexpected staffing and teacher shortages, adjusting my daily schedule to cover classes to minimize disruptions for students.

Writing Experience (Cont'd)

Digital Staff Writer | The Beacon
PBA Univ. | AUG 2013 - DEC 2015

Served as a Staff Writer for a college digital & print newspaper, contributing engaging articles on various topics as assigned, demonstrating strong journalistic skills and adaptability in delivering content across different media platforms.

Copy Editor | Yearbook Committee
G-Star SOTA | AUG 2012 - MAY 2013

Excelled as a Copy Editor for a high school yearbook, ensuring impeccable grammar, style, and layout, resulting in a polished publication that captured the essence of the school year.

Staff Writer | Forecast Magazine
Inlet Grove C.H.S | AUG '09 - MAY '11

Contributed as a Staff Writer for a high school print magazine, honing storytelling abilities and journalistic flair while covering diverse subjects that resonated with the student readership.

Affiliations/Certifications

Member | NSCS
JUNE 2020 - PRESENT

An active member of The National Society of Collegiate Scholars, a prestigious collegiate honor society where I engaged in academic and leadership opportunities and fostered a community of high-achieving scholars committed to excellence in education and positively impacting society.

Professional Experience (Cont'd)

- Assisted in organizing and facilitating additional in-school activities. I helped create a vibrant and engaging learning environment by contributing to these events.
- Eagerly took on other duties as assigned, demonstrating my high level of efficiency and dedication to the school community and ensuring the smooth operation of daily activities.

After-Care Counselor | Bibb County School District
AUGUST 2019 - MAY 2020

As an After-Care counselor, I am passionate about children and fostering their growth and development. I consistently contributed to the After-Care program's overall success and positive experience through dedication and organizational skills.

- Facilitated and guided outdoor activities to promote teamwork and cooperation.
- Supported academic enrichment by utilizing tailored computer programs, educational materials, and homework assistance.
- Skilled in conflict resolution, consistently implementing effective long-term strategies for positive outcomes.

Part Sales Manager | Auto Zone Inc.
OCTOBER 2017 - AUGUST 2019

As a Parts Sales Manager at Auto Zone, my exceptional customer service expertise, thorough product knowledge, and effective team leadership allowed me to consistently deliver outstanding results, enhance operational efficiency, and drive overall business success. I leveraged my customer service knowledge to demonstrate exceptional value.

- Led a high-performing team in providing exceptional customer service, ensuring a customer satisfaction rate of 90% and fostering client relationships.
- Utilized in-depth product knowledge to assist customers with product advisement and service installations of batteries, car light bulbs, and windshield wipers, ensuring a 100% accuracy rate to enhance customer trust and loyalty.
- Assisted in managing monthly store product inventory precisely, maintaining an inventory accuracy rate of 96%.
- Properly handled back-office functions such as register reconciliations, shrinkage, and inventory management and increased inventory control by 75%.
- Consistently exceeded selling targets, demonstrating a strong sales acumen and driving a 25% increase in revenue by effectively identifying customer needs and promoting suitable products.

Media Clerk | Bibb County School District
NOVEMBER 2017 - SEPTEMBER 2018

As an entry-level Media Clerk, I utilized and strengthened my clerical skills through consistent training and providing hands-on productive support to students and staff.

- Assisted the Media Specialist with daily library functions, providing exemplary support to students and educators.
- Expertly managed the organization and arrangement of bookshelves, ensuring easy accessibility for library users and creating an inviting atmosphere conducive to exploration and learning.

Professional Experience (Cont'd)

Non-Certified Day Tutor | Palm Beach County Sch. District

AUGUST 2017 - SEPTEMBER 2017

As a Language Arts Tutor, I excelled in educating students while showcasing exceptional flexibility. Working with 2nd - 5th grade students, I demonstrated good time management by traveling to different classrooms for sessions, making a significant impact.

- Diligently assisted students with Language Arts studies, providing personalized tutoring that contributed to their academic growth and success.
- As a bilingual tutor, I effectively bridged communication gaps, fostered meaningful connections, and created an inclusive learning environment for all students.

After-Care Counselor | Palm Beach County Sch. District

JANUARY 2017 - JULY 2017

As an After-Care counselor, I am passionate about children and fostering their growth and development. I consistently contributed to the After-Care program's overall success and positive experience through dedication and organizational skills.

- Facilitated and guided outdoor activities to promote teamwork and cooperation. Supported academic enrichment by utilizing tailored computer programs, educational materials, and homework assistance.
- Meticulously managed administrative tasks, including daily and monthly paperwork and online programs, to enhance staff efficiency.
- Skilled in conflict resolution, consistently implementing effective long-term strategies for positive outcomes.
- Demonstrated exceptional leadership by directing and supervising various academic and recreational activities for children.

Customer Service Representative | Auto Zone Inc.

MARCH 2015 - SEPTEMBER 2017

As a Customer Service Representative at Auto Zone, my exceptional customer service orientation and deep product knowledge allowed me to consistently deliver excellent results, enhance operational efficiency, and drive overall business success.

- Delivered exceptional customer service, achieving an 80% customer satisfaction rate.
- Demonstrated extensive product knowledge to guide clients in making informed decisions, resulting in a 90% accuracy rate for service installations of batteries, car light bulbs, and windshield wipers, enhancing customer trust and loyalty.
- Consistently exceeded sales targets by effectively identifying customer needs and promoting suitable products, resulting in a 15% increase in sales revenue.