

Technical and Professional Writer that is passionate, experienced, and knowledgeable on the conveyance of messages via a variety of mediums, including social media platforms.

Aidan Pounder

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EDUCATION



Appalachian State University, Boone, NC May 2021

Bachelor of Arts in English with concentration in Professional and Technical Writing

Minor: General Business

SKILLS

- **Master Certification in Microsoft Word**
- Master Certification in Microsoft Publisher
- **Master Certification in Microsoft Excel**
- Master Certification in Microsoft PowerPoint
- **SEO & UX Design**
- Some experience in HTML5 Coding
- **Fluent in AP style copy editing/writing**
- Data entry & analysis
- **B2B Experience**

WORK EXPERIENCE

Contract Writer, Remote, USA August 2021-Present
HotCars Contract Writer, Position 2

- **Professional writing** on the topic of the automotive industry
- **Worked collaboratively with an editor** to create impactful articles
- Creation of professionally written **SEO and UX documents**
- **Technical writing** on the design specs of newly released automotive vehicles

Intern, Remote, USA January 2021-June 2021
JuniorsMatter Intern, Position 1

- Social media posts on Instagram, Facebook, and Twitter **increasing engagement and reach of the social media profiles by 300%**
- Tasked with **data entry, analysis, and maintaining Excel database** of junior cycling organizations
- **Increased e-footprint** of company social media accounts and performed **strategic analysis** of social media insights

