

Alvin Charity

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EXPERTISE

Copywriting | SEO | Storytelling | Social Media | Email Marketing | Keyword Research | Intermediate Programming Skills | Data Analysis | Content Management | Project Management | Google Workspace | Microsoft Office | Agorapulse | Constant Contact | Google Lighthouse | Slack | Notion | Trello | Asana | Basecamp | ProofHQ | Canva | Adobe Photoshop

EXPERIENCE

Copywriter / Editor | Howard Community College | July 2023 – Present

- Write and edit email newsletter content using course descriptions, input from subject matter experts, and user research; lead the editing and review process and incorporate feedback timely and effectively.
- Collaborate with subject matter experts to edit printed material, such as course catalogs, promotional flyers, and event postcards to match the AP style guide and college brand guidelines.
- Create social media posts using concise and engaging language to promote college courses, programs, and events on social media platforms such as Facebook, Instagram, and LinkedIn.
- Manage college course records and descriptions in the Terminal4 content management system (CMS), ensuring the accuracy and relevance of the published content.

Technical Writer (Contract) | Remote | March 2022 – Present

- Research technical topics to create 1500+ word articles and blog posts on web development and programming practices.
- Create content that adheres to technical style guides and SEO practices.
- Collaborate with editors and product managers to accurately reflect brand voice and style, and respond quickly to suggested feedback and document revisions.

Copywriter (Contract) | Copper Banking | May 2022 — August 2022

- Collaborated with marketing and design teams using canvas-based design tools to create succinct messaging for mobile and web.
- Created copy for app feature pages with a focus on brand voice targeting teens and parents, including website copy and helpdesk FAQ documentation.
- Drafted messaging for SMS and in-app notifications to match the needs of marketing campaigns.
- Revised printed material for focused and timely communication during in-person workshops.

Technical Writer / Developer (Contract) | Full Path Transit | January 2021 - January 2022

- Created a glossary of terms used by the tool to help guide new users and to document new and changing features for legacy clients.
- Reviewed technical content for consistency and errors.

Special Projects Lead | MOM's Organic Market | August 2015 - October 2020

- Wrote user guides, training materials, and procedural guides for hourly store staff, office employees, data analysts, and IT department staff.
- Collaborated with category managers, human resources, organizational leadership, and subject matter experts to create documentation and improve workflows.
- Created content strategy and document storage schema for organizational guides, reference material, departmental price lists, and other documents housed on the company intranet / CMS.

Training & Development Specialist | MOM's Organic Market | July 2012 - August 2015

- Wrote and edited employee training materials for Human Resources, IT, and Operations, including manuals, reference guides, and video training.
- Managed changes and updates to departmental reports, training guides, and other written material in the company intranet / CMS.
- Observed in-person training sessions and reviewed related written material like handouts, short guides, and training scenarios; aided in improving the quality of written training guides and recommended additional training modalities as needed.

EDUCATION

Howard Community College | May 2012

Associate of Arts, English

University of Maryland, Baltimore County | September 2012 — September 2014

Coursework: Rhetorical Analysis, Technical Communication

PMI.org | September 2017 — September 2023

Project Management Professional (PMP)