



Joleene Moody

Content Creator / Ghost Blogger / Journalist

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PERSONAL SUMMARY

I am former central New York television reporter who now runs her own business as a marketing content creator, ghost blogger, and ghostwriter. Over the past 15 years I've written hundreds of SEO-friendly blog posts, white papers, opt-ins, and other web content. I am also a regular contributor and columnist for a regional business magazine. My biggest projects include ghostwriting books for entrepreneurs and business owners. Often with wit and humor (unless otherwise specified), I use my skills to write content that keeps the reader engaged and willing to share. Social proof is important to you and I make it happen.

Lastly, I am an award-winning journalist and published author who takes great care with each project so that only my very best work is delivered to you. Research is second nature and deadlines are never, ever missed.

AREAS OF EXPERTISE

- Ghost Blogging / Guest Posting
- Content Creator
- Interviewing
- SEO / LSI / Longtail Keywords
- Author
- Ghostwriter
- Magazine Journalist / Columnist
- Scriptwriting

PROFESSIONAL ABILITIES

- Able to create powerful, engaging, original content quickly and thoroughly.
- Quick turnaround time allows deadlines to be met, often early.
- Fluent in creating content with SEO, LSI and longtail keywords.
- Clear on creating social proof that encourages shares and likes.
- Adaptable to meet any project style.
- Strong research skills.

EXPERIENCE

JOLEENE MOODY

www.joleenemoody.com

Founder, Owner

September 2010 – Present

Personal website offering professional content writing and ghostwriting services. Site includes a blog that offers marketing and writing tips for other writers and aspiring authors.

JOHNSON NEWSPAPERS

www.nnybizmag.com

Contributing Writer/Columnist

August 2005 - Present

Contributing writer and columnist for a series of magazines owned by Johnson Newspapers. Regional circulation of 32,000. Responsible for authoring business articles, health inserts, business reviews, living and community related articles, and a structured business column titled *Entrepreneur's Edge*.

SKYKIT

www.skykit.com

Ghost Blogger

April 2016 – November 2016

Temporary ghost blogger for digital signage company. Tasked with writing informative, witty, and engaging long-form blog posts. Content is extensively researched, SEO-friendly, and includes relevant outbound links.

EHOW.COM

www.ehow.com

Freelance Writer

September 2010 – October 2012

Freelance writer, responsible for creating content based on Google searches beginning with “how to.” Each article is created with clear, quick, concise direction to bring the reader to an immediate solution in an effort to solve a problem.

SPECTRUM NEWS

www.twcnews.com

Reporter/Anchor/Personality

June 2005 - September 2010

Formerly Time Warner Cable News. Responsible for interviewing, shooting, editing, and reporting the news of the day. Fill in anchor, responsible for reading and delivering the daily news from the anchor desk.

CNY CENTRAL NEWS

www.cnycentral.com

Reporter/Personality

May 2004 - June 2005

Formerly WSTM, NBC News affiliate. Responsible for interviewing and reporting two different news stories for the evening news. Emceed events, made appearances, and spoke to classes and

INFORM NY

<http://www.informnny.com/>

Reporter/Fill-in Anchor

September 2001 – May 2004

Formerly WWTI, ABC News affiliate. Responsible for shooting, interviewing, editing, and reporting news stories for the afternoon and evening news. Fill-in anchor.

ACADEMIC

ROBBINS-MADANES CENTER FOR STRATEGIC INTERVENTION

CC (certified coach) SI (strategic interventionist)

Certified September 2011

NIAGARA UNIVERSITY

BA Theatre of Fine Arts

Graduated May 1996

ONONDAGA COMMUNITY COLLEGE

AAS Radio & Television Production, Journalism

Graduated May 1993