

Sharael Kolberg

Laguna Beach, CA
<http://www.sharael.com>

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WRITER | EDITOR

Utilize High Journalistic Standards to Create Intriguing Content for Print, Websites and Social Media, Driving Audience Growth & Engagement

Strong oral and written communicator with meticulous writing, reporting, interviewing and editing skills that lead to high-quality, error-free work in fast-paced, deadline-driven environment. Proven ability to meet deadlines, word count, and project budget while drawing in readers through provocative headlines and intriguing copy.

Innovative and forward-thinking editorial leadership with a keen sense of what is newsworthy and a curiosity to stay ahead of the trends. Proficient at identifying editorial and social growth opportunities through monitoring analytics and advising on decisions about content to increase engagement and extend audience reach.

Writing | Editing | Reporting | Content Creation | Social Media | Analytics | Traffic Growth | Strategy | SEO | WordPress | Photoshop

PROFESSIONAL EXPERIENCE

VARIOUS PUBLICATIONS, Laguna Beach, CA
Freelance Journalist

1996 – Present

Successfully pitched and wrote articles for publication in various national magazines, newspapers and websites, proving ability to meet deadlines and word count, and write intriguing and engaging articles. Clips at <http://www.Sharael.com>.

- Published in *Sunset*, *Outside*, *MSN.com*, *Forbes.com*, *Mercury News*, *Lonely Planet*, *California Business Journal*, *Laguna Beach* magazine, *Wired*, *Travelocity*, *Orbitz*. Clips at Sharael.com

KOLBERG CREATIVE SERVICES, Laguna Beach, CA
Owner | Founder

2016 – 2021

Helped businesses grow their companies through well-written copy, eye-catching photography, professional website development, and engaging social media content to expand their email list, increase their customer base, and have a positive impact on revenue. <http://www.kolbergcreativeservices.com>.

- Built custom WordPress websites, with SEO, to meet clients' needs and budgets.
- Coached clients on social media strategy to drive traffic to their website, increase their reach, and engage their followers.
- Successfully garnered editorial coverage in print and online media to bring brand awareness to clients' target audiences.
- Placed targeted Facebook and Google ads to reach target market.
- Assess social media and website analytics to develop strategic campaigns to improve company performance.

CNET NEWS.COM, San Francisco, CA
Research Editor/News Producer

2001 –2002

Produced daily articles under tight deadlines, including writing, editing, copyediting, background research, and curating and optimizing images with Photoshop.

- Generated timely story ideas to engage readers' interests.
- Ability to write provoking headlines and subheads, as well as proofreading.

ZDNET NEWS, Sydney, Australia
International News Editor/Web Producer

2000 - 2001

Worked with editors in various countries to coordinate international content efforts and produce a website focused on worldwide technology news.

- Built, edited and managed international news website.
- Coordinated efforts with graphic artists, engineers, editorial, and sales and marketing departments.
- Skilled in HTML, Photoshop, Illustrator

ADDITIONAL EXPERIENCE

NBC - Media Engineer for NBCOlympics.com

TECHTV - Broadcast Reporter; Project Manager/Web Producer

LEARNING ANNEX - Instructor: "Writing for the Web"

ABOUT.COM – "Climbing" Columnist

SUITE101.COM – "Adventure Sports" Columnist

TECHNICAL SKILLS

WordPress, SEO, SMO, Photoshop, HTML, Google Analytics, MS Office

EDUCATION

Bachelor of Arts (BA), Journalism; Minor in Spanish, University of Hawaii