







## Danielle French

### CONTACT

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-  Christiana, TN
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### PROFILE

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Experienced Content Writer and Curator skilled in crafting engaging, polished content, proficient in AP Style, and adept at optimizing web materials for user engagement. A collaborative team player with proven project management skills, ready to leverage my curriculum leadership background for impactful training and content creation as a Content Writer/Training Specialist.

### SKILLS

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Content Writing and Copywriting  
Curriculum Development and Enhancement  
Educational Content Tailoring  
Project Management  
Collaboration and Team Leadership  
Content Optimization for User Engagement  
Communication and Presentation

### WORK SAMPLES

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[View my portfolio here](#)

## WORK EXPERIENCE

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### OWNER

2022-present

#### *Danielle French Creative*

- Crafted engaging and polished content in alignment with AP Style guidelines, optimizing web materials to enhance user engagement.
- Collaborated seamlessly with editors, clients, SMEs, and stakeholders to ensure consistent messaging and brand voice.
- Tailored complex educational information into easily comprehensible content for diverse audiences.
- Thrived in high-pressure, fast-paced environments, consistently meeting deadlines and exceeding expectations.

### Educator and Curriculum Lead

2018-present

#### *Rutherford County Schools*

- Managed the development and enhancement of educational content, tailoring complex information into easily comprehensible formats for diverse audiences.
- Collaborated with educators, content editors, and project teams to ensure clarity and consistency of lesson components.
- Utilized strong project management skills to contribute to long-range planning initiatives and data analysis projects.
- Customized educational programs, resulting in a measurable performance improvement based on assessments.
- Demonstrated expertise in K-12 editorial processes, enhancing learning objectives and assessment outcomes.

## EDUCATION HISTORY

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### M.A., English as a Second Language K-12

#### University of Colorado

- Attained a solid foundation in language education strategies and techniques for K-12 learners.

### M.A., Elementary Education K-5

#### University of Phoenix

4.0 GPA

### B.A., Fine Arts

#### University of Colorado

## CERTIFICATIONS

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### Certified Content Marketer

Hubspot • 2022

### Certified SEO Marketer

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