

# DEVON WHITAKER

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## PROFILE

Freelance writer in year two of building a contract practice after leaving a marketing coordinator role. Focused on B2B blog content and email copy for early-stage SaaS clients, with a growing portfolio in Notion and a personal newsletter at 1,400 subscribers.

## KEY SKILLS

- B2B blog writing and SEO briefs
- Email sequences and newsletters
- WordPress, Ghost, Substack
- Client intake and invoicing (HoneyBook)
- AP style
- Pitching and cold outreach

## PROFESSIONAL EXPERIENCE

### Freelance Writer

Self-employed, Richmond, VA | May 2023 - Present

- Built a starter book of 6 recurring clients in 14 months, with project sizes from \$250 blog posts to a \$4,800 website refresh.
- Write 2 to 3 blog posts per week for a project management SaaS, optimized against keyword briefs the in-house team provides.
- Drafted onboarding email sequences for two ecommerce brands, including subject line A/B variants and 5-touch flows.
- Track pipeline and invoicing in HoneyBook and follow up on cold pitches twice a week to keep utilization above 75%.

### Marketing Coordinator

Riverbend Co-op Grocers, Richmond, VA | November 2021 - September 2023

- Wrote weekly member newsletter (open rate around 38%) covering recipes, vendor profiles, and store updates.
- Ran the co-op blog and produced 1 to 2 posts per week with the produce and grocery teams.
- Helped redo signage copy and shelf talkers across three store locations during a brand refresh.

## EDUCATION

### BA, Communications

Virginia Commonwealth University, | March 2021