

Shylo Bisnett

Chicago, IL
M. 773-610-6871
E. shylobisnett@gmail.com
W. useyourhands.com

Profile

I create strategic communications that illuminate complex products and solutions for busy decision-makers. My strength is transforming facts and details into the kind of compelling copy that hits your target's pain points—and incites them to act.

Bring me in for projects or as a regular resource. I play well with existing creative teams, love working with account and tech folks, and ask great questions in client meetings.

As a veteran remote worker, I'm comfortable working across timezones and utilizing critical programs such as Dropbox, Google tools, Zoom, and more. An added bonus? I'm WordPress competent and HubSpot certified.

Experience

Freelance Copywriter & Content Developer – 2008 - Present

- Work with clients across myriad industries, such as education, entertainment, food products and ingredients, industrial, insurance, and software & technology
- Partner with companies, agencies, and not-for-profit groups to create strategy-backed inbound, outbound, interactive, and traditional communications
- Collaborate with creative, marketing, and technical teams both on-site and remotely to concept, update, and maintain deliverables
- Create high-impact identity, messaging, and print work for not-for-profit organizations with other remote-based marketing professionals
- Develop and present seminars on social-media planning and execution for not-for-profit organizations and government bodies
- Recognized by Taproot Foundation as Chicago's Volunteer Marketer of the Year

Founder & President, Albany Park Neighbors – 2012 - 2016

- Recognized the need for and then founded an organization focused on community development through the partnership of residents, NGOs, and politicians
- Shepherded the organization through acquiring IRS 501(c)3 designation
- Created social-media strategy and managed the community from zero to more than 6,000 hyperlocal residents (at time of departure)
- Developed informational guides for neighbors on topics such as local political and economic resources, dining and entertainment, and more
- Formed the Block Star Business program to highlight top local businesses and created economic-development tools and plans
- Coordinated with local politicians to advocate for more resources for our community, analyze zoning proposals, and provide feedback on city-wide initiatives
- Developed and managed relationships with local press, first responders, school administrators, and others

Senior Copywriter, National Restaurant Association Show – 2012

- Created all communications while advancing the brand, including digital, inbound/outbound, on-site, and print deliverables
- Crafted executive speeches, emcee scripts, and announcements for use during the tradeshow and affiliated events
- Collaborated with food/beverage and restaurant superstars to present a professional-level stage show for attendees
- Extended the tradeshow brand through the production of videos aimed at attendees, exhibitors, and award winners
- Produced a luxury invitation package and event presentation for board members to entice deeper tradeshow involvement
- Oversaw a complete redesign and implementation of the tradeshow website

Senior Copywriter, Slack Barshinger – 2004 - 2008

- Clients included the Ad Council, ArcelorMittal, Diebold, eBay, Mastertaste, Orbitz, Tellabs, and more
- Honored with awards for excellence in business-to-business marketing, including BMA Best in Show and numerous ProComm medals
- Crafted copy across channels, from digital to print, outbound to outdoor
- Drove agency's social-media efforts, established agency blog and other outlets, and aided clients in developing their own social-media strategies
- Collaborated closely with account teams, agency executives, and client-side decision makers to drive strategy and tactics

Writer, United Airlines MileagePlus – 2002 - 2004

- Crafted outbound communications for an audience of 400,000 internationally and 2,000,000 domestically, as well as print vehicles
- Applied new brand direction to communications
- Edited copy from external sources and provide feedback to agency
- Consulted on user experience
- Developed new creative concepts
- Planned and executed internal communication campaign

Education

University of California at Santa Barbara – Communication

Certifications

Hubspot Academy - Content Marketing Certified
Hubspot Academy - Inbound Certified
Hubspot Academy - Inbound Marketing Certified
Hubspot Academy - Marketing Software Certified

Software

Google tools, Hubspot, Keynote/PowerPoint, Pages/Word, WordPress, Zoom