

# Sheena Holt

sheenaholtwriting@gmail.com | New Orleans, LA | [LinkedIn](#) | [Website](#) | [Portfolio](#)

## SUMMARY

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Editor, writer, and marketing strategist with 6 years of editorial and content experience. Expertise in SEO, copyediting, and content writing across lifestyle, B2B, and literary sectors. MFA candidate and award-winning fiction writer.

## WORK EXPERIENCE

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- Digital Brands** Gainesville, Florida  
*Contributing Writer* 2024 - Present
- Writing research-driven articles for the organization's lifestyle and finance verticals.
- Managing Editor* 2023 - 2024
- Conducted 200+ interviews with lifestyle industry leaders for editorial content.
  - Oversaw article production and WordPress publication process of 250+ articles, following SEO best-practices.
  - Directly managed two in-house writers and several freelancers.
- Staff Writer* 2022
- Wrote 150+ entertaining interview-based features for the organization's lifestyle verticals.
- Bayou Magazine** New Orleans, Louisiana  
*Managing Editor* 2024 - Present
- Overseeing production and managing content acquisition of international literary journal, *Bayou Magazine*.
  - Leading website redesign and transition of print magazine to digital.
- Online Optimism** New Orleans, Louisiana  
*Content Specialist (Contract)* 2026
- Conducting keyword research for, researching, and writing 60+ blogs and service pages.
  - Researching Reddit communities and writing comments to support authority and recognition of 3 national brands.
  - Responding to 40 journalistic inquiries on behalf of 6 brands.

## FREELANCE EXPERIENCE

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- Freelance Copywriter** 2020 - 2026
- Wrote blogs, website copy, newsletters, and social media copy for a variety of industries, including construction, wellness, printing, academia, and more.
  - Researched finance and journalism industry-leaders and facilitated their participation in speaking engagements.
  - Led marketing and content efforts for financial podcast promotion.
- Freelance Culture Writer** 2020 - 2022
- Crafted personal, political, and pop-cultural essays targeted towards the youth market.
  - Collaborated with editorial staff and artists to produce powerful pitches.
- Publishing Fellow** 2020 - 2022
- Evaluated incoming manuscripts for potential publication.
  - Organized short fiction in literary database.
  - Led reprint of Sinclair Lewis's *Arrowsmith*.

## EDUCATION

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- University of New Orleans** New Orleans, Louisiana  
*Current MFA Candidate in Creative Writing, Fiction (GPA: 4.0)*
- Awards: 2025 Ernest and Shirley Svenson Award in Fiction - First Place, 2026 recipient of Bobby and Lori Savoie Scholarship in Creative Writing.
- Emory University** Atlanta, Georgia  
*BA, Primary Major: English and Creative Writing, Secondary Major: Political Science (GPA: 3.93)*
- Awards: Honors Program, Magna Cum Laude, Dean's List, Artistine Mann - Honorable Mention
  - Organizations: Kappa Kappa Gamma, *The Emory Spoke*, *lullwater review*.

## SKILLS & INTERESTS

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**Skills and Certifications:** HubSpot Marketing Certification, WordPress, Microsoft Office, Google Workspace, SEO, Chicago Manual Editing

**Interests:** Fiction, Satire, Politics, Outdoor Climbing, Distance Running, Live Music