

Freelance Portfolio

Shari Monnes

Blog Writer - Content Marketing - SEO Specialist



Content Specialist

Inbound Certified

Degree in Public Relations

Digital content specialist

Blog, website, social media

20 years experience



Shari Monnes

The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

Certified
inbound

Expert
inbound

HubSpot
Academy

Brian Halligan
CEO

www.sharimonnes.com

www.upthereeverywhere.com/shari-monnes



<https://www.linkedin.com/in/smonnes>

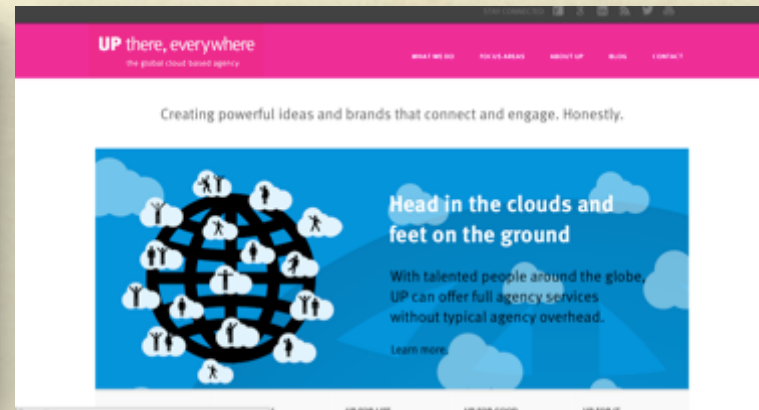
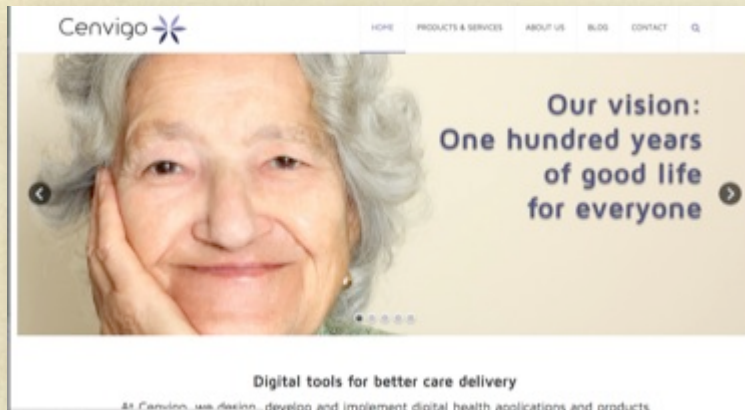
Portfolio

Examples

Work examples

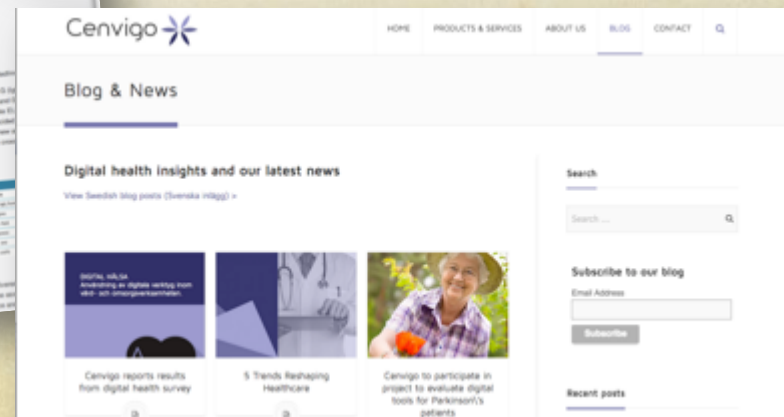
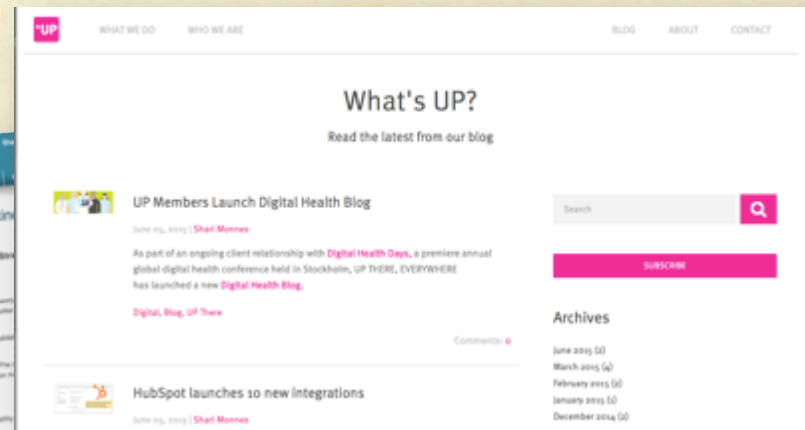
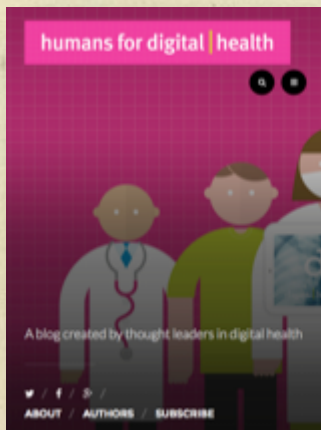
Websites

Content creation and ongoing day-to-day website management



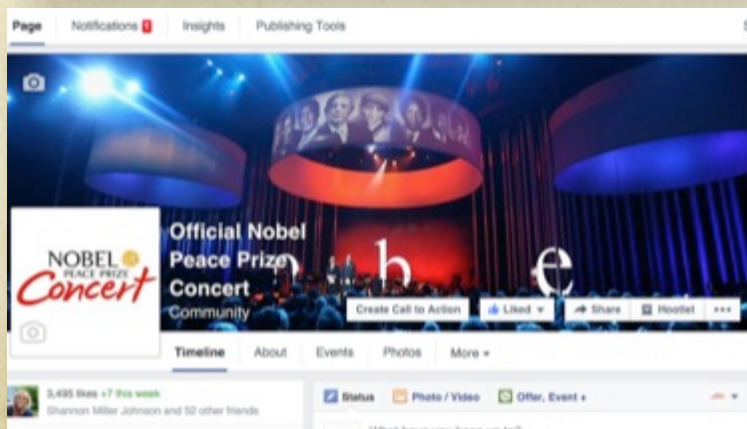
Blogs

Blog content I currently write, edit and manage



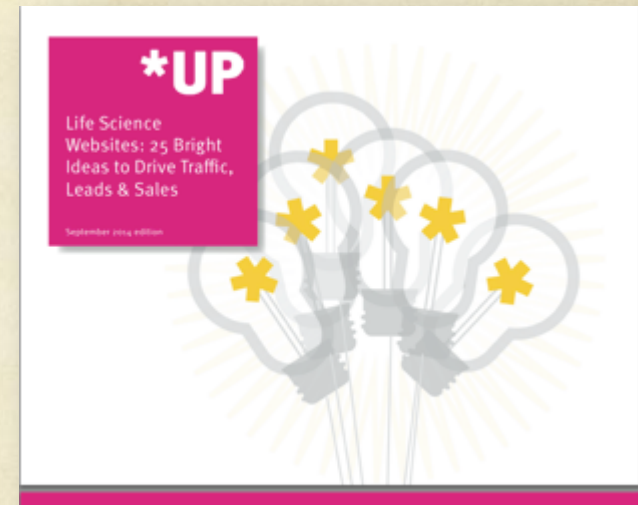
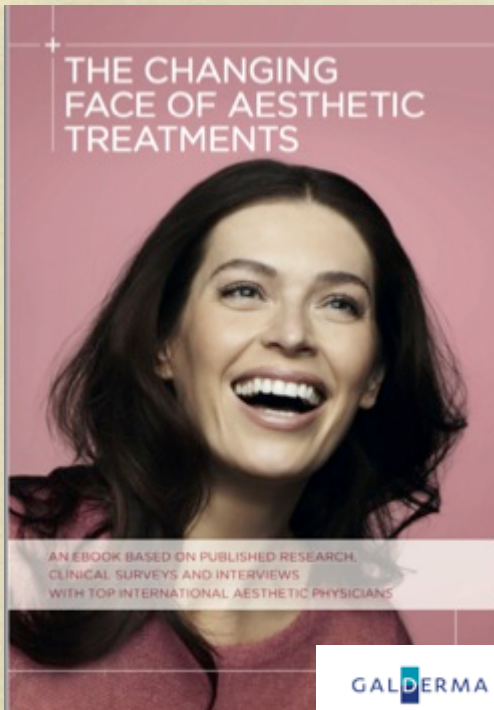
Social Media

Pages & Social Media Accounts I manage



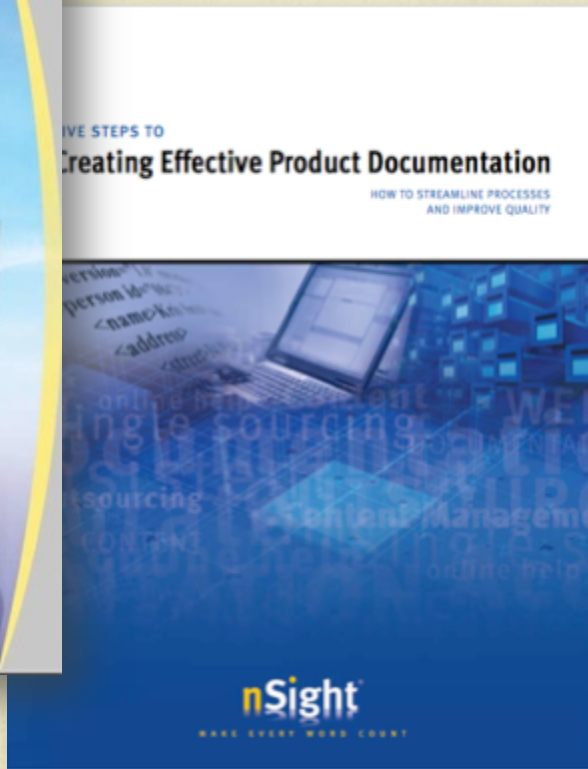
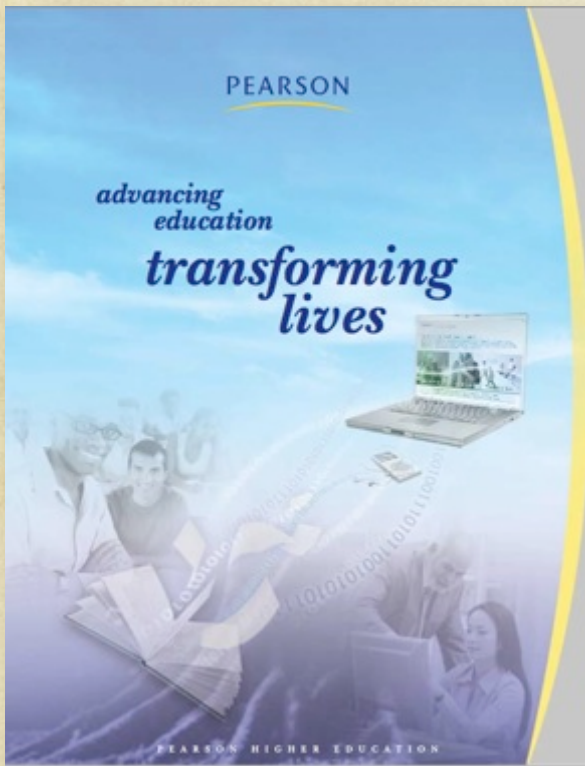
Ebooks

Ebooks I have written for clients (please ask to see samples)



Brochures/white papers

Press Releases



ascom

PRESS RELEASE

Version 00000000

Fact:
Nick Nilsson
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+46 734 488 061

Ascom Signs OEM Agreement with Turkish Telecom Company Karol

Ascom's IP-DECT Solution Will Expand the Turkish Brand's Wireless Offerings

HEMBURG, SWEDEN, 2014 MARCH – Ascom Wireless Solutions, a leading international provider of on-site wireless communications for critical business applications, has entered an original equipment manufacturer (OEM) agreement to supply a professional wireless IP-DECT solution for Karol Electronics, Turkey's largest site branch exchange (PBX) telecom manufacturer and the third largest in Europe.

As part of the agreement, Ascom will supply wireless DECT handsets, wireless IP-DECT structure and accessories for the Turkish brand, which holds more than 50% of the Turkish PBX market share. Ascom will also provide administration and messaging platforming into the core strengths Ascom offers in the areas of market-leading secure, customizable wireless solutions.

"We are very pleased with the trust Karol has shown by selecting us as their wireless provider," says Dennis Johansson, Vice President of Global Sales for Ascom. "This agreement further strengthens our presence in the MEA (Middle East Africa) region and our marketing position in IP-DECT."

Ascom's reputation for providing a robust wireless feature set combined with security and reliability that easily scales was a key reason we've selected the company as an OEM partner," said Karol Electronics, which has more than 8 million consumers worldwide. "Our customers, especially those in mission-critical areas, such as hospitals, military stations and industrial plants, can feel confident that the wireless IP-DECT solution Karol provides with Ascom is secure, scalable and tailored for their environment."

Bringing IP-DECT to the PBX market

The DECT (Digital Enhanced Cordless Telecommunications) standard provides a highly secure and reliable wireless telephony solution that is the leading platform worldwide for private wireless communication networks. Solutions built on this standard offer a mobile voice and data network that is secure and dependable, as well as offering all the benefits of cordless integration.



Client list

Clients I've worked for in the last 2-3 years

- Nobel Peace Prize Concert
- Science/SciLifeLab Prize
- Netsize/Gemalto
- MEDRC
- Galderma
- Umetrics
- Cenvigo
- Gudrun Sjödén America
- PedalChic
- Gyros
- Miris
- Dako
- GE Healthcare Life Science

Resume

Current and past experience



Overview

Reliable, creative marketing communications specialist in Boston area with broad agency and international marketing experience offers consulting and writing services for healthcare, life science or technology company.

Skills

Website content, blog writing, social media campaigns, inbound marketing, content marketing, e-newsletters, copy writing and editing, collateral & content development, project management, (SEO) copywriting, press releases, public relations, white papers, case study writing, webinar planning & presentations (PPT).

Software: HubSpot, WordPress, Drupal CMS, MS Office, PowerPoint, Keynote, Hootsuite, Shortstack

Education

University of Florida, Bachelor of Science (BS) in Public Relations, Minor: Marketing.

Independent Marketing Consultant (2004-present)

Provide communications services focused on content marketing for software, high-tech, healthcare and B2B companies internationally. Work with clients to develop social media campaigns, blogs, websites, and in-bound marketing content.

- **Leadership team, UP There, Everywhere** (www.upthereeverywhere.com), 2011-present. Helped launch the global cloud-based agency, created website (WordPress) and blog, established internal processes and systems (cloud-sharing), created social media offering called *BLEET, and manage on-going content creation & posts.
- **Marketing Manager, E3 Agency Network** (www.e3network.com) 2007-present. Manage network website (Drupal CMS), content creation, public relations, internal communications, blog and social media channels.

Past Experience

Digital Project Leader/Account Manager, *Dowell//Stubbs Group AB, Stockholm, Sweden, 2000-2004*

Developed branding campaigns, content, digital presentations & SEO for key accounts in the USA, Sweden and Europe for a small B2B agency specializing in medical, life science and technology marketing. Trained staff and was company's main go-to person for all digital projects. Received a special service Recognition Award (2004).

Senior Marketing Manager, *HotOffice Technologies, Inc., Boca Raton, Florida, 1998-2000* Managed all aspects of marketing and advertising for an Internet-based software (SaaS) company. Supervised staff and managed \$11 million advertising budget. Created reseller training guide, website content, monthly e-newsletter, and implemented partner and affiliate marketing programs. Named Employee of the Year in 1998.

Public Relations Director, *Howard Alan Events, Plantation, Florida, 1996-1998* Managed publicity efforts for 70 street art festivals annually across the United States. Wrote press releases, managed media relations, developed sponsorships, designed ads, brochures & posters, managed website and coordinated publicity. Earned IABC "Golden Pen" Award for company brochure in 1998.

Senior Account Executive, *First Marketing Company, Pompano Beach, Florida, 1989-1999* (Account Executive, 1992-1994, Staff Writer 1990-1994, Intern 1989)

Managed creative development of newsletters for healthcare clients, including HMOs, hospitals and medical device companies. Supervised three staff writers. Participated in developing the company's first Internet product, NetLetters. Headed Direct Response Task Force. Named Employee of the Month 1992, 1993, 1994.