

Nicky Foster, Content Writer

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Producing high-quality content that engages, educates, and empowers since 2006

Key Competencies

- Journalistic and e-commerce writing, including thought-leadership articles, case studies, and website content.
- Legal research and navigation of government websites to locate specific laws, regulations, and procedures.
- Mental health research using resources from Google Scholar, NIMH, and trade publications.
- Consumer and market research using Statista, Gallup, Pew Research, and other consumer data resources.
- Content strategy assistance, including creating content briefs based on client guidelines.

High-Profile Clients on the Upwork Platform 2018 to Present

Junk Car Medics

2022-present

Creating content for a national cash-for-cars service utilizing provided content briefs and other resources. Researching of state, county, and municipal laws regarding recycling, selling, and scrapping cars, and consumer research. Recently added duties include the creation of content briefs and associated content according to a new SEO methodology developed by the client.

NewlyNamed

2022-present

Creating blog content for a name change service with a national presence. Researching laws and procedures relating to name changes due to marriage, divorce, and gender changes.

Stone & Sallus

2022-present

Writing blogs from outlines provided by the client created to educate California residents on important legal matters such as estate law, elder law, and small business law. Researching California law and other reputable sources to ensure accuracy.

National Association of High School Scholars via Pantelope

March 2023

Developed 25 blogs from a provided title and key terms, created to educate high school students on options other than a 4-year university, among other topics. Researched the Bureau of Labor Statistics, the Occupational Outlook Handbook, Statista, and other academic sources to locate statistics for specific careers, community college attendance, and trade school options.

Cat-World.com

2022

Content creation from detailed content brief and answers to FAQs from cat behavior specialists. Some research of academic and other reputable sources. One article was picked up by Newsbreak and garnered thousands of hits for the client.

IStopBedrooms.com via Wisser Brand

2021-2022

Content creation in the home decorating niche based on lists of titles with key terms, anchor text, and links provided. Work included blogs, guest posts, and product descriptions.

Ecwid

2021-2022

Content creation from briefs designed to educate individuals and small businesses on operating a retail business and how the SaaS assists in these endeavors.

HubSpot

2021

Updated statistics and studies found within hundreds of existing blog posts. Searched existing statistics to determine if newer information was available, then tracked those updates within a Google Sheet.

Young Alfred

2019-2021

Content creation based on detailed client briefs. Research of laws regarding homeowners' and renters' insurance on federal and state levels.

Better Help

2018-2020

Developed titles from provided key terms and created long-form content based on the title chosen by the client. Researched academic papers, psychological journals, and government websites such as the National Institute for Mental Health.

Other prominent clients: Slides with Friends, SoloSuit, DeckStainHelp.com via The Sealer Store, SCORE, and WalletPath.

Additional Relevant Experiences

- Contributor** *The Evolution Magazine* **March 2020**
 “From Hospice to Advocacy: One Woman’s Cannabis Journey” *The Evolution Magazine, March 2020 pp. 18-19*
<https://viewer.joomag.com/the-evolution-magazine-march-2020/0528231001584381221?short&>
- Volunteer Staff Writer and Columnist (Contributor to The Center Spiral, defunct online publication)** **2017-2021**
 Wrote authoritative articles for now-defunct e-publication sponsored by leaders in the local pagan community. Also acted as a columnist for Wheel of the Year for three months, which focused on both esbats and sabbats.
- Freelance Content Writer (via agencies, oDesk, eLance, GetAFreelancer, and other platforms)** **2006-2016**
 Creation of website content, blogs, articles, product descriptions, eBooks, and other content as required. Primary topics included legal matters, home services such as plumbers, small business management, and e-commerce content. Projects frequently involved the performance of all outlining and other prewriting independently.
- Kansas City Family and Parenting Examiner (Contributor to Examiner.com, defunct online publication)** **2012-2014**
 Creation of journalistic articles for parents and families in the Kansas City area. This included local service, retail, and restaurant reviews, current events of relevance to Kansas City parents, guides to free and inexpensive family outings within the KC Metro, and other self-help content. *Please note that this website became defunct in 2014, and the current site owner of examiner.com is not affiliated in any way with this publication.*
- Assistant Office Manager** *Concrete & Masonry Restoration, Inc.* **2008-2010**
 In addition to clerical duties, designed a new website and collaborated with the owner to develop content. Wrote correspondence, RFP responses, and detailed service proposals for high-profile projects such as the restoration of the Helzberg home. Also researched and implemented the DOT system, including writing a procedure manual for impacted employees and future office staff.
- Marketing Executive Assistant** *Modular Protection Corporation* **1996-1998**
 Assisted marketing manager in developing and editing sales and service proposals for large telecommunications clients. Developed, wrote, and created marketing materials including flyers and brochures. Eventually took on full responsibility for writing and completing service proposals and contracts.
- Additional experiences: Customer Service Supervisor for Visio via USA800, Production Lead at Savers, and various customer service and clerical positions.*

Academic Experiences

- Kaplan University** *Associate of Applied Science – Retail Management* **November 2014**
 Attended virtually from 2006 to 2007 and from 2013 to 2014. Coursework focused on human resources, accounting, and other key competencies of retail business owners and managers.
- University of Missouri-Kansas City** *Journalism Program* **2009-2010**
 Participated in several courses from the journalism program, as well as core education credits. Staff writer for UNews, the university newspaper. Assignments included interviews with professors on current events and travel to countries impacted by natural disasters. Also covered premiere screenings of films by university students, and interviews with local performance companies including the Lyric Opera, Kansas City Symphony, and Kansas City Ballet.