



# Lisa Beach

**ORLANDO FREELANCE WRITER**

B2B & B2C Copywriter | Content Creator  
(with a dash of humor)

## SUMMARY

I love playing with words, creating clever content, storytelling, and taking the “corporate speak” out of bore-me-to-tears copy. Whether you need a serious, strictly business approach or a tongue-in-cheek humorous slant, I can pull your audience in with a carefully crafted delivery. And that’s no joke.

## SKILLS

- Copywriting
- Content Marketing
- Journalism/Feature Writing
- Business/Corporate Writing
- Blogging

## EXPERTISE

- Health/Wellness
- Food/Nutrition
- Lifestyle
- Parenting/Family/Pets
- Nonprofits/Associations
- Business/Marketing

## CONTACT

Lisa@LisaBeachWrites.com  
407-433-9979  
www.LisaBeachWrites.com

### Portfolio:

[www.lisabeachwrites.com/lbportfolio](http://www.lisabeachwrites.com/lbportfolio)

### LinkedIn:

[www.linkedin.com/in/lisabeachwrites](http://www.linkedin.com/in/lisabeachwrites)



## THE BOTTOM LINE

I write content that helps brands tell their story, engage readers, and solve customer problems.

## PUBLICATION CREDITS

### Consumer Publications

USA Today Pet Guide  
Edible Orlando  
San Diego Family  
Spokane Coeur d'Alene Living  
New York Parenting  
Florida Family Living  
Sassy  
Good Life Family  
ELife  
Your Teen  
Area Woman  
Orlando Family  
Playground  
Tallahsee Woman  
Calgary's Child  
Houston Family  
Washington Parent

### Trade Publications

Florida REALTOR  
ASAE's Executive Officer  
Communication Briefings  
Nonprofit Nuts & Bolts  
Nonprofit World  
Dartnell's Successful Supervisor  
Dartnell's First Line Supervisor  
Dartnell's Team Leader  
Dartnell's Teamwork  
Institute of Internal Auditors

### Digital Content

Parents  
Submittable  
Brain, Child  
Woman's World  
Thrive Global  
Ann Arbor Family  
Beyond Your Blog  
Charlotte Parent  
The Good Men Project  
Growing Bolder  
Parent.co  
Grown and Flown  
YourTango  
Hometown Tourist  
PonyTail Bows  
Purple Clover

### Brands/Organizations

Studio Gannett/USA Today  
King Content Agency  
Wiley Special Education  
Edible Education Experience  
AT&T  
Food Sciences Corporation  
Trademark Properties  
NovaCare Rehabilitation  
Unisys  
Robard Corporation  
Kessler Institute for Rehabilitation  
Foundations, Inc.  
Institute of Internal Auditors

## EDUCATION

- King's College, B.A., Communications
- Rowan University, M.A., Public Relations

## CERTIFICATIONS

- Content Marketing (HubSpot)
- Content Marketing: Newsletters (Lynda.com)