

Sarah “Verdee” Castellanos

Creative Writer • Content Creator • Producer

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Dear Recruiter,

Until now, I have written and published via the businesses I run, in pursuit of a visitor experience that feels personalized and gives our clients a sense of humanity behind the text. I have always been a writer, but it wasn't until I was promoting my own company full-time that I thought to educate myself in the world of copywriting and content-marketing. I imagine it's something of a “folk education” to tear through the literature of internet programs, studying content marketing for hours a day (and many nights) in 2017, trying to figure out how to best establish a voice for my business, but suffice to say, I was excited to put my love of writing to work. I think this is all worth mentioning because of what it makes evident: that I am self-initiating. I am motivated to research on my own time. I am excited to create, and I am unafraid to do what hasn't been tried.

This isn't to say that it's always thrilling. I understand working through the tedium to make boring subjects seem fun, or make convoluted concepts just seem coherent. I understand that at the end of the day, companies are always chasing that almighty “conversion.” Of course we do. In my experience, it would be difficult to specify exactly the monetary value of my efforts, because as my own boss and my own client, I didn't receive a paycheck for every article I published. I was paid for the sales that I made after bills were paid. So there had to be something else pushing the pen. Or rather, the keys.

The munificence I've garnered most from my work was simply a knowing that ideas made it across the great divide-to entertain, to inform, but usually to do both. So the work I've done-even when it was boring-for Studio Lovecraft (a studio for tattoos and nerd-pop merch), and Verdee's Moving Castle (my music/producing project,) I genuinely love.

I've since hired a business manager to take over my responsibilities so that Studio Lovecraft now provides me passive income. This affords me the time to focus on personal projects. I have have therefore made myself available as copywriter for a simple reason: I'm excited at the prospect of writing for others. I've enjoyed the freedom I've had to experiment with my business in my own echo chamber, but placid seas never made strong sailors, and I'd like to test my skills in new settings. I'd like to be challenged, to learn and to expand on those skills.

In short, I want to bring the enthusiasm I cut my teeth on for my own start-ups, like fruit to bear for someone else's.

The writing I've done in recent years can be viewed by way of the links on my resume. If you need more from me, please let me know. I sincerely thank you for taking the time to read this letter and considering my application. I realize my credentials may be a bit unorthodox, but I'd be humbled if you gave them a go.

Genuinely,

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Summary:

I am a writer, producer, and creator based in both Southern California and Seattle, Washington. I am interested in working for and with new clients and partners to expand my experience and portfolio, develop my talents, and learn more from relevant and new industries. If we work together, I think you will find me innovative, self-motivated, and easy to work with.

In my formative years, I studied web development, writing, and audio production, while simultaneously developing a passion for sales in client facing customer-facing positions. I found that I enjoyed pitching and implementing promotional ideas for my employers whenever I got the chance. I broke away from academia fairly early to engage freelancing work. I have since worked in music as a performer, as well as a promoter and coordinator for venues and other artists. In 2017, I opened Studio Lovecraft Tattoo Emporium, during which I studied copywriting and focused on developing my content creation and marketing campaign strategies.

Work Experience

• Producer/Owner

Verdee's Moving Castle

June 2020 to Present

I work on a project basis with clients in audio production and music composition. I also produce all personal work under Bella Monstrum, and operate the website which utilizes content marketing (blog, videos, instagram/social media posts) for promotion.

As a singer, songwriter, multi-instrumentalist and engineer, I create privately and with collaborators/clients during every phase of production: writing lyrics and arrangements, laying instrumental tracks, vocals, and mixing.

• Owner/Manager/Web Dev/Content Creation

Studio Lovecraft Tattoo Emporium

October 2017 to Present

I founded Studio Lovecraft with a mind to revolutionize and modernize the client experience in a tattoo studio. I developed an online platform using Wordpress and created our reception department.

During this time, I enjoyed helping my artists develop their client bases and establishing a personality for the studio. I worked as head receptionist, content creator, and web developer, and hired/managed other receptionists under me. Receptionists are trained in sales techniques and to speak and write “in the voice” of Studio Lovecraft, advocate for the client by working from the clients' perspective, and work with artists to devise promotions, then supervise and implement those strategies using email and social media.

Starting out in Banning, California, we have since opened our second location in Seattle and hired a new manager into my old position. I currently act as a silent partner, freeing myself up to work on other projects.

Additional experience available upon request

Education

Associate in Arts (AA) in Web Development, Music Comp, Audio Production
Mt San Jacinto Community College District – San Jacinto, CA

August 2011 to June 2013

Writing Samples

📄 How COVID-19 Has Affected Us - And How We've Responded

Statement for Studio Lovecraft written during the COVID-19 pandemic lockdown

- <https://studiolovecraft.com/how-covid-19-has-affected-slc-and-how-we-have-responded/>

📄 How To Fall Out of Love With a Watercolor Tattoo

Content: Opinion piece written for Studio Lovecraft.

- <https://studiolovecraft.com/how-to-fall-out-of-love-with-the-watercolor-tattoo/>

📄 It's the Piggy Bank Payment Plan!

How-To: An article devised to help receptionists secure deposits at Studio Lovecraft

- <https://studiolovecraft.com/pay-plan/>

📄 Zombie Boy – Taking Ink to the Other Side

Content: An opinion piece written for Studio Lovecraft.

- <https://studiolovecraft.com/zombie-boy-taking-ink-to-the-other-side/>

📄 May the Fourth Be With You!

Email Campaign: a Star Wars themed event for Studio Lovecraft

- <https://studiolovecraft.com/wp-content/uploads/2021/10/Email-Campaign-Next-Saturday..-MAY-THE-FOURTH-BE-WITH-YOU.pdf>

📄 How to: Mixed Meter in Garageband: Frankenstein Your Metronome

How to: a guide for music makers using software

- <https://bellamonstrum.com/how-to-mixed-meter-in-garageband-i-e-frankenstein-your-metronome/>

📄 One Day the Universe Will Forget All That It Saw

Content: Poem written for Bella Monstrum

- <https://bellamonstrum.com/one-day-the-universe-will-forget-all-that-it-saw/>