

Portfolio 2023

# HEATHER D. HUMRICHOUSE

Freelance Content Creator







# ABOUT ME

## Biography & Introduction

*USA TODAY* Bestselling Author and frequent *Publisher's Weekly* Bestselling Author, Heather Humrichouse writes full time under several pseudonyms. She writes to educate, inspire, and entertain.

My Experience →



# Contracted Harlequin Novelist

January 2014 - January 2023

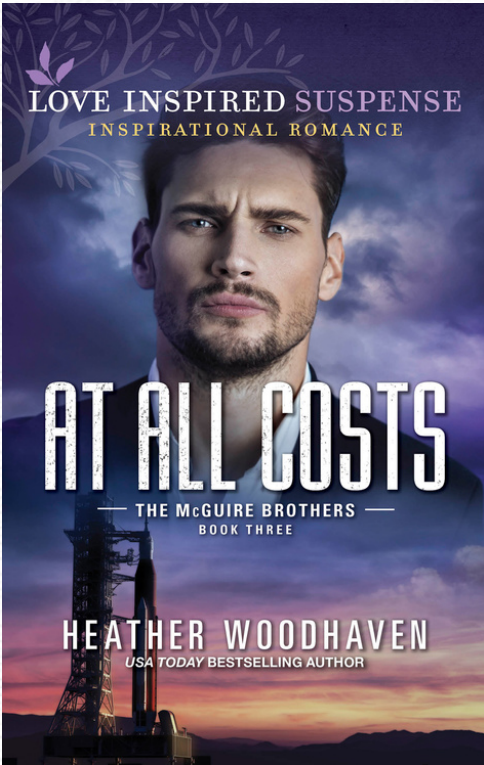
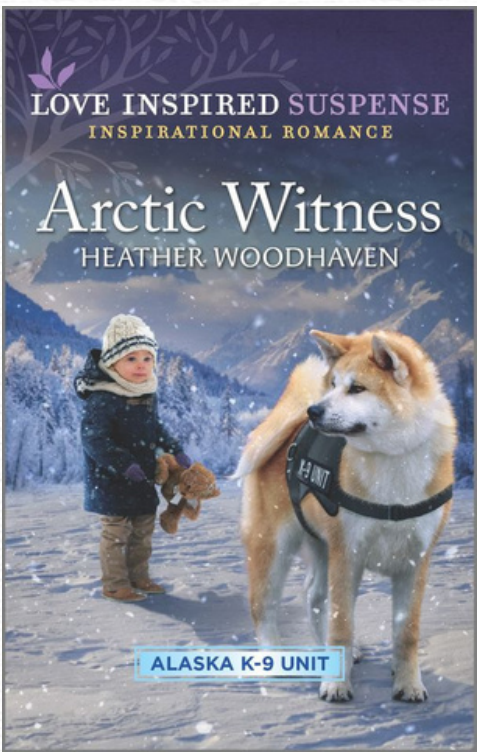
Delivered 15 assigned, full-length novels for Harlequin's Love Inspired Suspense line under pseudonym Heather Woodhaven. Created online presence via website, social media, and marketing campaigns. Bestseller rank achieved by 2015.

# Online Demand Content Creator

January 2010 - January 2014

Created content writing as Heather Woodlief and Heather Dawn for iParenting and Demand Media placements such as: *USA Today*, *Chron*, *The Classroom*, *eHow*, and *The Sapling*. Articles published in magazines including: *Cats Magazine*, *Fit Pregnancy*, and *Disney's Family Fun Magazine*.

My Work →







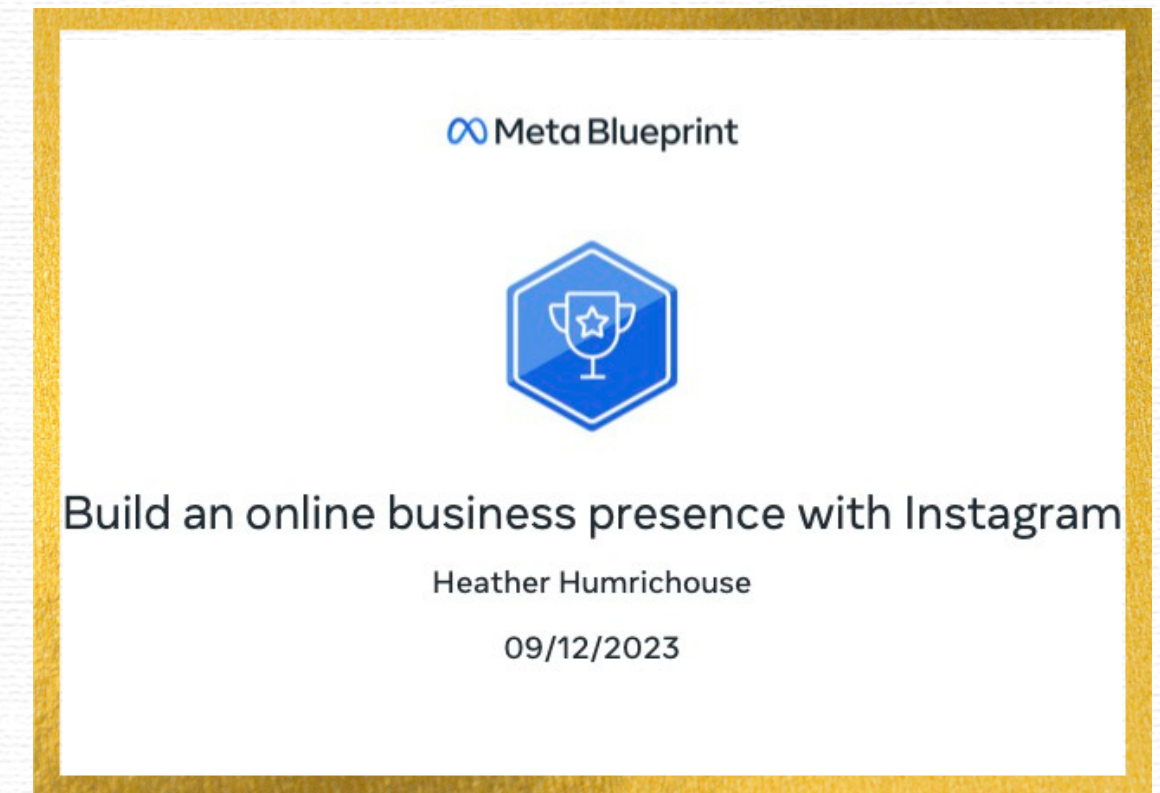
## Email and SMS Marketing

Certified by HubSpot Academy, with prior experience in creating email newsletters for clients using Constant Contact, MailChimp, and Mailer Lite. SMS Marketing Certified by Post Script.



## Ad Creation

Experience with creating advertising within Amazon Ads, Facebook and Instagram, and certified for Google Ads Search.



## Social Media

Certified by Meta Blueprint for Facebook and Instagram. Experience in managing Facebook pages and creating social media content for business.

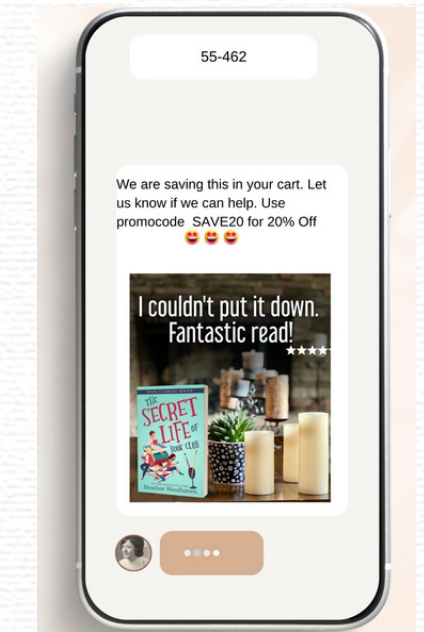
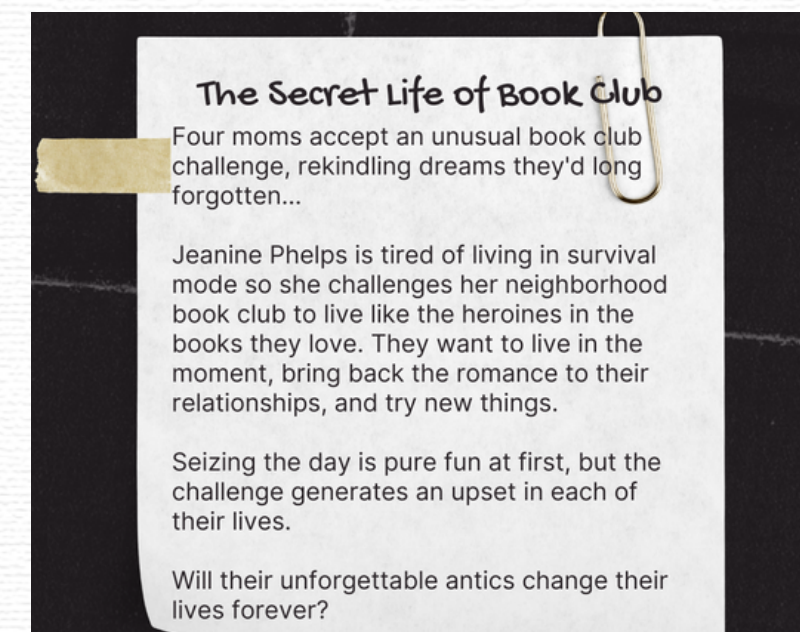


## Managing a Brand

Part of writing underneath a pseudonym is developing a brand for the the author with the genre and demographic in mind. This was done through ad creation, website building, and social media.

While I authored a total of 20 novels under this name, copywriting skills were a must for back cover copy, taglines, newsletter campaigns, and calls to action on discounts, anniversary releases, and new formats published.

My Works →





# Software Experience

Pivoting to a different software or online tool to create copy or marketing for clients is necessary in this fast-paced business. In the last year, I have worked with wireframing and mockups in Figma, BookBrush, Placelt, and Canva.

In addition, I've worked extensively in the MS Office Suite, Google Workplace, and iCloud. In Publishing, interior formatting projects have been completed in Vellum, Scrivener, and utilized in marketing campaigns with BookFunnel.

