



# SHAUNA FORKENBROCK

## EXPERIENCED CORPORATE WRITER

[shaunaforkenbrock@gmail.com](mailto:shaunaforkenbrock@gmail.com)

Portfolio: [www.shauna.studio](http://www.shauna.studio)

My work spans websites, digital assets, landing pages, blogs, omni-channel campaigns, e-newsletters, press kits, and article pitches.

I have proven ability to:

- Create tailored content for your brand's voice, tone, and story.
- Develop strategic, attention-grabbing campaign concepts, ideas and headlines.
- Solve unique messaging problems—breaking down complex ideas into concise and creative marketing copy.
- Create consistent messaging across channels and mediums, both creatively and appropriately.
- Adept at ensuring grammatical accuracy, style consistency, and factual correctness.
- Utilize UX and heuristic methodology.
- Leverage AI tools to streamline the writing process and generate data-driven insights and optimized content performance.
- Incorporate logic and emotion into thinking, and ultimately results.
- Excel in AP Style writing, proofreading, editing, and industry best practices.

### CONTENT WRITER • THREE FORKS, LLC • 2019-PRESENT

*Small business owner and freelance writer of corporate content with a focus on brand voice/tone, user experience/heuristics, SEO, and strategy. Deep experience writing digital assets for websites, landing pages, blogs, omni-channel conversion campaigns, e-newsletters, and articles. Proven expertise in AP Style, fact-checking, and industry best practices.*

**Most recent experience:** *contract work involving generative AI models, testing technology, analyzing responses to prompts, and researching accuracy.*

### MARKETING STRATEGIST • TOOLBOX STUDIOS • 2012-2021

*Strategist for B2B marketing, brand awareness, and sales.*

*Architect of omni-channel marketing campaigns for lead generation.*

*Developed analytic-based content for websites, landing pages, digital ads, social media, blogs, thought leadership, and press releases.*

### DIRECTOR OF COMMUNICATIONS • UNIVERSITY UMC • 1993-2012

*Established the Communications Department and created many firsts: website, blog, social media, video—embraced technology in an institution that historically didn't.*

- *Congregation increased from 800 to 8,000.*
- *Creative director for 3 capital campaigns that garnered \$40 million.*
- *Managed 4 teams comprised of 85 volunteers and 3 paid staff.*

### BA JOURNALISM • 1986 • UNIVERSITY OF NORTH TEXAS

*Minored in Marketing.*

### LEADERSHIP

- *Director of the Board, San Antonio Stock Show & Rodeo*
- *Tournament Leadership Council, Valero Texas Open*
- *Founding member of competition BBQ team*