

# O'Dellshae T. Wiles Robinson El Bey

Baltimore, MD  
otwr.elbey@gmail.com  
1 434-713-1264

Experienced copywriter and administrative assistant with a diverse portfolio of captivating stories and influential narratives. Well-versed in digital media, social media, and video and podcast production.

## Work Experience

### Art Teacher

Art with a Heart - Baltimore, MD January 2020 to Present

- Work with diverse range of students to foster creativity and self-expression through instruction and visual arts
- Manage inventory of classroom supplies and develop lesson plans to teach Art with a Heart curriculum to students PK-8
- Teach mixture of art courses, including 3D sculpture, painting, sketching, and collage-making, and instruct proper care and use of art tools and equipment
- Establish classroom protocols to maintain Maryland State Visual Arts Standards and national standards for grades P-8, and foster student learning and development

### Copywriter

Visit Annapolis and Anne Arundel County - Annapolis, MD September 2019 to April 2022

- Conduct extensive research and interviews with local businesses and non-profit organizations to compose articles and promote client services to tourist-based audiences
- Meet strict deadlines for 600–1000-word projects in several fields, including food and hospitality, art, recreation, retail, education, sports, lifestyle, large events, historical sites, and parks and recreation
- Produce copy for landing pages, and various other print and digital content
- Optimize SEO keywords to amass an audience reach of 11K readers on social media copy

### Administrative Assistant II

Wolter Kluwer Health - Baltimore, MD November 2015 to April 2020

- Provided support for Senior Manager of Journal Operations, and various other leadership-level staff

- Supported executive and administrative teams, and board members with weekly, monthly, and other periodic analytics reports for medical and nursing books, and journal publications
- Collected, calculated, and processed data and updates to medical journal subscriptions and renewals
- Organized and maintain document management systems
- Proofed and distributed renewal letters addressed to doctors, international and domestic medical offices, and medical learning institutions
- Utilized Excel graphs and formulas to improve reporting efficiencies and produce accurate data analysis of financial and customer retention metrics

## **Administrative Specialist**

Goodwill Of South Central Virginia - Danville, VA September 2014 to October 2015

- Provided direct support to the Vice President of Finance and Human Resources Manager, and 9 regional locations (150+ employees)
- Created and maintained Administrative Specialist instruction set for daily, monthly, quarterly, and annual administrative tasks and procedures
- Designed and produced marketing graphics, fliers and event programs using Photoshop and Publisher
- Wrote and edited correspondences, emails, content for social media and in-store advertisements
- Managed production of employee manuals and orientation documents
- Processed data and journals, and ran reports with SAGE Accounting Software, Excel, and Access
- Performed all aspects of recruitment in conjunction with Human Resources Manager
- Kept and maintained minutes of board meetings, and managed fundraising and sponsorship relationships and outreach
- Managed event planning and logistics, including catering, setup, and print and social media marketing

## **Education**

### **Bachelor of Science in English**

Frostburg State University - Frostburg, MD

September 2007 to December 2012

Danville Community College - Danville, VA

September 2005 to June 2006