

Callie Spencer

Tulsa, OK | calliespencer.writer@gmail.com | 918-804-7133 | [LinkedIn](#) | [View Portfolio](#)

Communications specialist with expertise in writing, editing, and marketing across web, email, social media, and print platforms. Skilled in producing high-quality, consistent, brand-aligned content to drive engagement.

B.A., Journalism (Professional Writing) | University of Oklahoma | GPA: 3.93 | Dean's Honor Roll

Certifications: Certified GURU Email Specialist – GOLD, April 24, 2025 | HubSpot Academy Digital Marketing Certification, February 29, 2024 | Association Academy Certificate in Association Digital Marketing, July 6, 2023

Communications Specialist | NALA – The Paralegal Association | Tulsa, OK | January 2023–Present

Crafts content for digital and print platforms to enhance brand visibility, engagement, and growth. Edits most external communications for quality assurance. Supports the annual conference with marketing materials and attendee tools.

- ❖ **Content & Website:** Authors and revises website content (1.6M views in 2025), structured 2025 conference website UI (20k+ views in 7 months, up 14% from 2024). Interviews volunteers and crafts monthly spotlight articles.
- ❖ **Newsletters:** Designs and develops monthly membership newsletters with an average open rate of 53% (vs. 37% industry avg) and click rate of 3% (vs. 2.8% avg). Assists with content and review for targeted quarterly newsletters.
- ❖ **Publication Editing:** Edits 20+ articles per quarterly edition of *Facts & Findings* (5,800 subscribers). Credited as proofreader since Q2 2023. Edited major sections of the 4th edition of *The Paralegal's Companion* (2026).
- ❖ **Email:** Crafts targeted emails, exceeding industry benchmarks (2025: 52% avg open, 12% avg click).
- ❖ **Conference:** Produces comprehensive content for conference marketing campaigns, supporting events with around 900 hybrid attendees (2023, 2024) and 400 in-person attendees (2025: 50th anniversary).
- ❖ **Social Media:** From 2023-2025, created social media content, engaging 70k+ followers and expanding digital outreach (2025: 1M impressions, up 19% from 2024, 5.62% avg post engagement, up 25% from 2024).

Editor | Publishing Concepts, Inc. (PCI) | Remote | October 2021–October 2022

Transformed transcribed interviews and client-submitted content into engaging, publication-ready stories while ensuring accuracy, quality, and adherence to an internal style guide.

- ❖ **Story Editing:** Reviewed 15-25 stories daily, refining and trimming content for clarity and consistency.
- ❖ **Quality Assurance:** Maintained a 90%+ audited quality score through meticulous editing.
- ❖ **Fact-Checking:** Ensured the accuracy of published content through comprehensive content verification.

Content Manager | Wirth Law Office | Tulsa, OK | June 2021–October 2021

Provided legal content creation and research expertise, ensuring accuracy, clarity, and compliance across digital platforms.

- ❖ **Research:** Conducted legal research to ensure accuracy and integrity in content.
- ❖ **Content & Editing:** Developed web content in WordPress for legal practice areas across 5+ websites, increasing online visibility and client engagement. Authored and edited legal blog posts on client concerns.
- ❖ **Interviewing:** Interviewed lawyers to gather critical information for creating relevant and informative content.

Freelance Writer & Editor | Fiverr/Other | Remote | Jan 2020–Oct 2020, Oct 2022–Dec 2022

Provided high-quality editing, writing, and publishing services across genres, platforms, and audiences.

- ❖ **Content Enhancement:** Improved the flow, grammar, spelling, and overall quality for 10+ writing projects, ensuring clarity and alignment with author intentions. Edited 2 independently-published books.
- ❖ **Book Publishing:** Published 2 clients' books via Amazon Kindle Direct Publishing (KDP), ensuring all relevant information was included and properly presented.
- ❖ **Client Satisfaction:** Achieved a 4.8/5 rating for editing, writing, and publishing services on Fiverr.