

# Callie Spencer

## Communications Specialist

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## EDUCATION

University of Oklahoma – Norman, OK

BA in Journalism (Professional Writing)

◆ 3.93 GPA (Special Distinction) ◆ Semester Abroad in Israel (Fall 2017) ◆ Minor in Hebrew ◆ Gaylord College of Journalism and Mass Communications Dean's Honor Roll: Fall 2016-Fall 2019 (excluding semester abroad)

Broken Arrow High School – Broken Arrow, OK

◆ 4.0 GPA ◆ 30 ACT score ◆ Graduated with Honors 'Class of Distinction' ◆ Graduated in top 30 of class of 1,300

## SKILLS

◆ Microsoft Word ◆ PowerPoint ◆ Excel ◆ Microsoft Teams ◆ Writing ◆ Typing ◆ AP Style ◆ Editing ◆ Zoom  
◆ Proofreading ◆ Fact Checking ◆ Digital Marketing ◆ Email Campaigns ◆ Social Media ◆ WordPress  
◆ Copywriting ◆ Newsletter Design ◆ Project Management ◆ Interviewing ◆ Basecamp ◆ Creative Writing  
◆ AI ◆ Web Content ◆ Press Releases ◆ Canva ◆ Strategic Planning ◆ Internal Consulting ◆ Attention to Detail

## PUBLICATIONS

### **Writing:**

◆ Monthly [newsletters](#) for NALA – The Paralegal Association: February 2023-Present  
◆ Quarterly affiliate newsletters for NALA – The Paralegal Association: April 2023-Present  
2023: [April](#), [July](#), [October](#) 2024: [January](#), [April](#), [July](#)  
◆ Virtual and in-person programs for the 2024 NALA Conference & Expo  
◆ [Brochure](#) for the 2023 NALA Conference & Expo  
◆ Dozens of articles for [Odyssey](#): Spring 2018-Summer 2019  
◆ Multiple articles for the [OU Daily](#), print and/or online: Spring 2017  
◆ Five devotions in [Teen to Teen: 365 Daily Devotions by Teen Girls for Teen Girls](#), B&H Publishing Group, 2013

### **Editing:**

◆ *Facts & Findings: The Paralegal Magazine* (credited as proofreader – magazines available upon request)  
2023: Q2, Q3, Q4 2024: Q1, Q2, Q3, Q4  
◆ Bankruptcy chapter, *The Paralegal's Companion: Fundamentals for Legal Practitioners and Those Preparing for the CP® Exam*, 2024  
◆ *A Relationship with Prayer* by Yolonda Lee, [Amazon](#), 2023  
◆ *A Strategic Prayer Manual: For Taking Back Your City, Territory, or Nation for the Kingdom* by Lisa R. Jett, [Amazon](#), 2023  
◆ *Authority and Power: Spiritual Warfare: From Darkness Into Light* by Phil Dietz, [Amazon](#), 2020  
◆ *The Best Choice* by Richard P. Johnson, [Amazon](#), 2020

## WORK EXPERIENCE

### **NALA – The Paralegal Association**

- ◆ Tulsa, OK ◆ 918-587-6828 ◆ Communications Specialist ◆ January 2023-Present
  - ❖ Creates content for our website, which has received 400k+ home page views in the last 12 months
  - ❖ Writes virtually all social media content for our LinkedIn, Facebook, and Instagram accounts, with a combined follower count of 58.5k
  - ❖ Creates content and layout for monthly newsletter with an average of 25k unique opens
  - ❖ Edits dozens of articles for each edition of our quarterly magazine, *Facts & Findings*, which has a distribution of 7,500+
  - ❖ Creates emails for various audience segments that consistently meet or exceed industry standards for open and click rates (34% and 12.8%)
  - ❖ Utilizes AI programs (ChatGPT, Writesonic) to aid in content creation and editing
  - ❖ Designed layout and UI of our 2024 conference web pages, amassing 45k views of the main page in the 5 months leading up to the conference
  - ❖ Created virtually all the content for the marketing materials for our 2023 and 2024 conferences, which each totaled around 900 hybrid attendees
  - ❖ Adheres to an internal style guide

### **Publishing Concepts, Inc. (PCI)**

- ◆ Remote ◆ 800-982-1590 ◆ Editor ◆ October 2021-October 2022
  - ❖ Crafted 15-25 cohesive, coherent stories per day from transcribed interviews or client-submitted content, trimming to under 2,000 characters for publication
  - ❖ Quality score on audited stories consistently one of the highest on the team at 90%+
  - ❖ Edited interview audio in Audacity
  - ❖ Created and organized multi-page Excel spreadsheets
  - ❖ Ensured accuracy through fact-checking and research
  - ❖ Adhered to an internal style guide

### **Wirth Law Office**

- ◆ Tulsa, OK ◆ 918-879-1681 ◆ Content Manager ◆ June 2021-October 2021
  - ❖ Conducted legal research - navigating and analyzing court records and dockets
  - ❖ Created web page content in WordPress for legal practice areas
  - ❖ Wrote and edited legal blog posts in WordPress
  - ❖ Interviewed lawyers
  - ❖ Wrote email campaigns
  - ❖ Ensured accuracy through fact-checking

### **Fiverr**

- ◆ Remote ◆ fiverr.com ◆ Freelance Writer/Editor ◆ 2020
  - ❖ Edited creative writing projects
  - ❖ Published books for authors on Amazon KDP
  - ❖ Designed and developed PowerPoint presentations
  - ❖ 4.8 star rating
  - ❖ Featured review: "I highly recommend this editor to everyone. She's flawless on her corrections...If I had the resources to, I would hire her full time!" -audreymiss