

Mandy Shunnarah

I'm a writer, editor and vintage shop owner with a passion for business, books, and publishing.

Skills Summary

- Writing: Creative and marketing copy, including ads
- Editing: Copyediting and developmental editing
- Social media: Management
- Customer Service: High-touch relationship-building
- Clifton StrengthsFinder: Ideation, Intellection and Achiever

Work Experience

Customer Happiness Specialist, Marie Forleo International

Nov 2014 – Sept 2020

- Provided high-touch customer support to tens of thousands in our global community and customers of the online business education programs B-School and The Copy Cure.
- Increased customer base by 73% by answering 43,000+ emails, including inquiries from prospective customers.
- Contributed to 11 global online course launches and one New York Times Bestselling book launch by providing pre-launch quality assurance testing and feedback alongside all customer interactions.
- Strategically monitored and replied to all social media comments, including on ads, blogs, and webinars.
- Managed the social interactions to over 2 million fans on various social platforms.
- Researched and responded to PR requests, identifying pitches that aligned with the company's brand.

Freelance Writer and Editor Dec 2009 – present

- Wrote 250+ pieces of journalism, creative writing and marketing copy for newspapers, magazines, alt-weeklies, literary magazines, business and nonprofit blogs, and online publications.
- Developmentally edited 5 books: 3 self-help/memoir and 2 children's books.
- Level 2 seller on Fiverr with a 5-star rating for writing product descriptions.

Off the Beaten Shelf

July 2014 – present

- Created and maintained the Off the Beaten Shelf book blog, publishing weekly and keeping readers engaged with compelling headlines and content.
- Used social media and opt-in offers to build a consistent, dedicated readership.

Posh&Page Vintage

April 2019 – present

- Sourced inventory to photograph and list on Etsy with SEO-friendly keywords and sales-converting product descriptions.
- Conversion rate of 2+%

Education

Birmingham–Southern College

B.A. English Literature

Aug 2009 – May 2013

- GPA: 3.48
- Member of Sigma Tau Delta Honor Society.
- Senior thesis on art, ethics and morality in Lolita.
- Wrote for the college newspaper and literary magazine.
- Chosen by the English faculty to receive a departmental scholarship for creative writing.
- Full-time student while also working 25 hours a week at a call center.

Tools Used

- Email marketing: Mailchimp, Substack, TinyLetter
- Social media management: Hootsuite, Sprout Social
- Website management: Wordpress, SquareSpace
- Customer relationship management: Braze, Ontraport
- Project management: Asana, Basecamp
- Tech/Storage: Google Suite (Docs, Sheets, Drive), LastPass, Dropbox
- Communication: Slack, Discord, Zoom
- Payment software: PayPal, Stripe
- E-commerce: SquareSpace, Etsy
- Design: WordSwag, Canva
- Misc.: Chatroll

Contact

- Address: 40 Leland Ave. Columbus, OH 43214
- Email: mandyshunnarah@gmail.com
- Phone: (205) 470-3339
- Writing: www.mandyshunnarah.com
- Book Blog: www.offthebeatenshelf.com
- Instagram: [@offthebeatenshelf](https://www.instagram.com/offthebeatenshelf)
- Twitter: [@fixebaroque](https://twitter.com/fixebaroque)

References

Javacia Harris Bowser, Founder of See Jane Write

- email: javacia@seejanewritebham.com
- phone: (502) 551-4222

Caroline Cole, Manager at Marie Forleo International

- email: tromboneaphonics@gmail.com
- phone: (802) 922-1811

Louise Flory, Head of Storytelling at Marie Forleo International

- email: louiseflory@gmail.com
- phone: (917) 806-0489

Harmony Cox, Editor at Belladonna Magazine and collaborator

- email: harmonycox@gmail.com
- phone: (614) 745-6082