

Lindsey Averill, Ph.D.

(954) 798-6992 • lindsey.averill@gmail.com • linkedin.com/in/lindsey-averill-03036b1 • lindseyissowaverill.com • lolawestromance.com

Writer

A versatile, agile, writer and editor with over **10+ years** in content creation and development, brand representation, and journalism. A storyteller who's worked on thought-provoking content for high-profile clients like **Google, YouTube and CNN**. A highly-educated strategist who earned a **PhD in Cultural Studies** and an **MFA in creative writing**.

WORK EXPERIENCE

Meta with TEKsystems • Remote

Prompt Engineer

- Applied adversarial prompting expertise to mitigate risks and promote user safety.
- Annotated and creatively wrote SFT model training datasets in a broad range of domains.
- Refined AI workflows for multimodal CX and linguistic excellence.
- Helped fine-tune conversational AI agents for accuracy, quality, behavior, and safety.

Marvel Marketers • Remote

Senior Copywriter

- Used storytelling to connect to influential high-paying audience and represented brand style and tone
- Collaborated with stakeholders and project management teams to create impactful content, meeting tight deadlines in a dynamic environment.
- Analyzed and provided insights into complex issues, leading to well-rounded content and expert opinions, contributing to the relevance and depth of the material.

Google with Trilyon Inc. and Tech Mahindra • Remote

AI Content Writer

- Synthesized, fact-checked and proofread 1000s of prompts and summaries to train Google's Search Generative Experience Model for tone, grammar and competency.
- Assisted in developing a style guide to maintain consistency and accuracy in all written materials, resulting in improved cohesion and impact of content.
- Developed engaging and informative AI content that aligned with Google's brand and goals.

SmartyPants Romance and others • Remote

Author

- Wrote and published 20+ serial fiction romance novels and Ebooks under the pen name Lola West in less than two years.
- Wrote a literary novel as Lindsey Averill that was a semi-finalist in the Publisher's Weekly Booklife Prize and well reviewed by Kirkus Reviews.
- Elevated social media presence by 130% through compelling content creation and strategic messaging, engaging existing members and attracting new audiences globally.

SKILLS

Editorial Skills: Analyzing, APA Style, Blog, Blogging, Chicago Manual of Style, Content Creation, Copy Editing, Current Events, Documentation, E-books, Fact Checking, Long-Form Writing, MLA Style, Professional Writing, Project Management, Proofreading, Reporting, Research, Revisions, Sensitive Content, Style Guide, Subject Matter Expert, Technical Writing, Writing

Artificial Intelligence: Anticipating User Needs, Bard, Chat GPT, Dall-e, Large Language Model Training, Machine Learning, Natural Language Processing, Prompt Engineering, Style Guide Creation

Leadership Skills: Collaboration, Communication, Complex projects, Consistent, Creativity, Cross Functional Skills, Deadline Oriented, English Language, Idea Generation, Independent Research, Innovation, Integrity, Meet Deadlines, Motivated, Multidisciplinary, Presentation, Problem Solving, Remote Work, Research Skills, Teamwork, Troubleshoot, Work independently

Outlier • Remote

Prompt Engineer and AI language Analyst

- Helped train LLM and generative AI through human in the loop evaluation and prompt engineering.
- Researched and analyzed complex issues to produce insightful prompts and content, including multimodal outputs.

Fattitude, Inc

Producer and Communications Manager

- Transformed the conversation around mental health and body image by creating a compassionate documentary with kickstarter that funded in 10 days.
- Boosted brand reach by crafting website, newsletter, and B2B content, resulting in 25,000+ niche social media followers and 10,000+ newsletter subscribers.

Florida Atlantic University, Southern New Hampshire University

Professor Of Creative Writing, Literature and English Composition

- Transformed complex technical concepts into clear, logical, and easy-to-understand content, increasing student understanding.
- Edited and proofread 500+ students' writing for grammatical errors, accuracy, and adherence to style guides.

LRP Publications • Palm Beach, FL, USA

Editor And Copy Editor

- Pitched, researched, wrote, and designed all articles for 13-page monthly investigative newsletter, Successful Job Accommodation Strategies.

CNN, Time, Bustle and Others • Remote

Freelance Journalist

- Wrote and published 50+ articles using SEO best practices for clients with an average word count of 1000, resulting in increased website traffic.
- Independently wrote compelling and authoritative content for a variety of topics, driving increased brand trust and customer engagement.

AWARDS & SCHOLARSHIPS

Best Director

Portland documentary film festival

Semifinalist Booklife Prize

Publishers weekly

Tedx Speaker

GraceStreetwomen

Bestselling Romance Author

USA Today

Marketing Skills: B2B, B2C, Brand Marketing, Brand Tone, Content Design, Content Strategy, Content Writing, Copywriting, Email Marketing Campaigns, Fact Checking, Keyword Research, Marketing Campaigns, Search Engine Optimization, Social Media Management, Storytelling, Strategy, Thought Leadership, Web Content, Website Copy, Whitepapers

Computer Literacy: Adobe, Bard, Canva, Chat GPT, CMS, Dall-e, Facebook, Instagram, Microsoft Office, TikTok, Twitter, WordPress, YouTube

EDUCATION

Ph.D Comparative Studies

Florida Atlantic University
12/2017

MFA in Creative Writing

Emerson College
12/2005

Graduated With Honors

BA in English

Rollins College
12/2000

Graduated With Honors

Study Abroad at Oxford University