

LINDSEY AVERILL

DIRECTOR, WRITER, EDITOR, CONTENT CREATOR

CONTACT

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SKILLS

Content Creation
Project Management
AI Content Writing and Training
Blogging
SEO and Keyword Research
Social Media Management
Online Course Development
WordPress
Creative and Conversational Writing
Editing and Proofreading
Problem Solving
Team Collaboration
Large Language Model Training

EDUCATION

Ph.D

Florida Atlantic University

2017

Comparative Studies
Graduated with Honors
Area of Specialty: Certificate in Women,
Gender and Sexuality Studies

M.F.A.

Emerson College

2005

Writing and Publishing
Graduated with Honors

B.A.

Rollins College

2000

Major: English
Minor: Creative Writing
Awards: Honors in the Major Field

Study Abroad: Lady Margaret Hall Oxford
University, UK

PROFILE

A versatile and experienced content writer with a Ph.D. in Comparative Studies, a MFA in writing, and a strong background in leadership, seeking a dynamic role in content creation that leverages unusual skills as a creative thinker, educator and content creator.

PROFESSIONAL EXPERIENCE

AI Content Writer

2023-Present

Google through Trilyon Inc.

- Synthesized 100s of prompts to help train Google's Search Generative Experience Model
- Assisted in the development and maintenance of a style guide to ensure consistency and accuracy in all written materials.
- Collaborated with teams to ensure high-quality output.
- Developed engaging and informative AI content that aligned with Google's brand and goals.
- Collaborated with UX teams to improve the efficiency and accuracy of AI-generated content.
- Utilized natural language processing techniques to enhance the readability and coherence of AI-generated content.
- Ensured that AI-generated content adheres to Google's ethical guidelines and policies.
- Attended regular training sessions for AI Content Writers to enhance knowledge and skills in AI technology and content creation.

Producer and Co-Director

2012-Present

Fattitude, Inc

- Conceptualized and co-created an award-winning documentary.
- Managed the company's social media accounts, resulting in 25,000 followers
- Built a newsletter following of over 10,000
- Wrote website, newsletter and all B2B content for company
- Develop and maintain relationships with potential investors and influencers in order to secure funding and promote the project
- Coordinated and oversaw the production schedule, ensuring all aspects of the documentary were completed on time and within budget
- Collaborated with production team to ensure smooth execution of projects and maintain high production quality

Editor and Copy Editor

2000-2002

LRP Publications

- Edited and proofread 50+ monthly legal compliance and education newsletters to ensure accuracy, readability, and adherence to Chicago Style Guide.
- Collaborated with other departments to ensure content was in line with business objectives and branding
- Pitched, researched, wrote, and designed all articles for 13-page monthly investigative newsletter, Successful Job Accommodation Strategies

Author and Freelance Journalist

2023-Present

Various Outlets

- Wrote articles and copy on a variety of topics using SEO best practices
- Successfully pitched story ideas to editors at a major media outlets, resulting in published stories that generated significant reader engagement
- Published a Novel that was a Semi-Finalists for *Publishers Weekly's* 2020 Booklife Prize in Fiction
- Authored a best-selling romance novella, as Lola West that made the USA Today Bestseller List

TEACHING EXPERIENCE

20+ Years teaching Creative Writing, Gender Studies, Writing, Journalism and Literature *

2003-Present

- Developed course materials and curricula for writing classes that fostered student engagement and improved writing skills
- Authored and published several scholarly articles in respected journals, advancing the field of study
- Collaborated with colleagues to develop innovative approaches to teaching
- Used interactive technologies to enhance instruction and student engagement
- Implemented online courses that increased student engagement and learning outcomes
- Developed and implemented creative activities that improved student understanding of complex concepts
- Created curriculum and assignments to promote critical thinking and writing skills
- Managed all classroom activities using Canvas
- Prepare and deliver lectures on topics such as subject verb agreement, avoiding plagiarism, MLA formatting and citation, the argumentative essay, and basic textual and/or cultural analysis such as the nature of cultural assumptions about identity, nature, romance ,competition, morality etc.
- Utilize technology in the classroom, including power point, YouTube, and WordPress

EDUCATIONAL ADMINISTRATION EXPERIENCE

Chair of English and Communications and Instructor, Keiser University

2009-2011

- Participated in curriculum development for live, online and hybrid courses, and faculty development workshops
- Supervised and evaluated all English and Communications Faculty
- Served as member the Cross-functional Student Services Committee, Advisor Board Committee and Committee of the Department Chairs
- Scheduled and staffed all English and Communications classes
- Advised and encouraged Student Government Association
- Designed and implemented writing rubric for campus-wide writing intensive
- Ensured departmental standards required for a level five SACS accreditation
- Oversaw development of ESOL teaching and tutoring program
- Solved all issues regarding student teacher relations and plagiarism
- Helped facilitate faculty development seminars on plagiarism, turnitin.com, online classrooms, teaching grammar skills and classroom management

INVITED SCREENINGS, TALKS AND ACADEMIC PRESENTATIONS

- Harvard School of Public Health, Fattitude, Screening and Q&A with the Director, 2018.
- Duke University, Fattitude, Screening and Q&A with the Director, 2018.
- University of North Carolina – Chapel Hill, Fattitude, Screening and Q&A with the Director, 2018.
- National Binge Eating Disorder Association Conference Fattitude, Screening and Q&A with the Director, 2017.
- National Binge Eating Disorder Association Conference, Fattitude, Sneak Peak and Q&A with the Director, 2015
- Popular Culture Association/American Culture Association of the Southwest and Texas, Albuquerque, NM, "Introducing Fattitude, 2013.
- Democratic Women's Club of Northeast Broward, "History of Reproductive Justice," 2013.
- GirlFuture, "How Representations of Women Impact Your Children," Miss Representation Screening at City Place, 2012

REFERENCES AVAILABLE ON REQUEST

*Full list of Academic Publications, Public Speaking, and Teaching Experience Available on Request