

Contact

rob.afar@gmail.com

www.linkedin.com/in/robert-a-farrell-69356115 (LinkedIn)

Top Skills

Editing

Public Relations

Writing

Robert A. Farrell

Communications and Digital Content Development Specialist
Greater Seattle Area

Summary

I'm a creative to the bone. I write copy and content, professional, creative and personal.

All successful brands tell a good story. For the client, there is the gap between what is needed and how to get it. The story is power and it must be used well. I find the bridge between brand and the story. It's easy. I tell the truth. Writing is as good as what you put into it. So, lets set up a meeting with coffee. Send me a message.

Experience

zulily

Copywriter

July 2017 - Present (4 years 10 months)

Trib Total Media

Communications and Content Specialist - Obituary Writer

April 2013 - April 2017 (4 years 1 month)

Greater Pittsburgh Area

- Conduct interviews to gather information from family members; sort and prioritize the information to construct a compelling narrative and convey the most important points in the final piece
- Complete up to 75 obituaries a week for publication

PACE Center - Chatham University

Writing Specialist

September 2012 - December 2012 (4 months)

Greater Pittsburgh Area

- Mentored students and taught them essay writing
- Proofread, reviewed and revised student essays, while sharing writing improvement tips

Words Without Walls - Allegheny County Jail

Writing Instructor

December 2011 - January 2012 (2 months)

- Designed an eight-week course to teach creative writing to adult inmates at the Allegheny County Jail.
- Taught a full classroom, led highly interactive classroom discussions and engaging debates, utilized personal “free-writing” and critiqued students’ work.
- Advised and mentored students, sharing tips to improve their writing and provided instruction on the steps needed to submit written work for publication.

Allegheny County Jail: Words Without Walls

Writing Instructor

December 2011 - January 2012 (2 months)

Greater Pittsburgh Area

- Designed and gave an eight-week course on creative writing to 10-20 adult inmates
- Advised and mentored students, sharing tips to improve their writing, and provided instruction on the steps needed to submit written work for publication

Borders

Sales Associate

December 2010 - April 2011 (5 months)

Greater Pittsburgh Area

AmeriCorps

Teaching Assistant at Urban Pathways Charter School (grades 6-12)

June 2009 - March 2010 (10 months)

Greater Pittsburgh Area

- Worked with six-plus teachers in classrooms; initiated and edited an exceptional art and literary magazine composed entirely of student work
- Performed AmeriCorps teaching role so well that I was invited by the principal to take a full-time permanent position when the AmeriCorps assignment concluded

Education

Chatham University

Master of Fine Arts (M.F.A.), Creative Writing · (2010 - 2012)

University of Pittsburgh

Bachelor of Arts (B.A.), English Writing · (2006 - 2009)

University of Pittsburgh

Bachelor of Arts (B.A.), Drama and Dramatics/Theatre Arts,
General · (2006 - 2009)