

# APRIL L. HENLEY

The Woodlands, TX 77380

[henley\\_april@yahoo.com](mailto:henley_april@yahoo.com)

<https://www.linkedin.com/in/aprilhenley/>

<https://www.aprilhenley.com/>

## CONTENT DEVELOPER & COPYWRITER

**Creates and reviews industry-based technical documents and marketing materials that inspire and fortify client relations.**

Takes initiative with assignments. Conducts research and interviews sources to clarify details and complete multiple projects with accuracy in time-sensitive situations. Integrates information into multiple formats and edits for improved readability and enhanced professionalism. Works well in teams or independently. Meets deadlines and customer expectations. Adapts to fluid situations and organizes details in fast-paced, project-driven environments.

**Content Strategy | Technical Writing | Marketing & Advertising Writing | Creative Writing**

## EDUCATION

**Bachelor of Arts (BA)**, Professional Writing, Baylor University, Waco, TX, 2010 – 2013

## PROFESSIONAL EXPERIENCE

### FREELANCE COPYWRITER

06/2024 – Present

- Writes persuasive, promotional content for websites, ads, emails, social media, scripts, articles, and more.
- Researches target audiences, ensuring copy resonates and persuades for the desired outcome.
- Aligns messaging across brand ecosystem and improves SEO and AEO performance.

### INDEPENDENTLY PUBLISHED AUTHOR

12/2023 – Present

- Manages all aspects of book launches, including marketing and self-promotion, book layout and design.
- Cultivated a robust skill set including project management, storytelling, editing, digital marketing, social media, networking, and collaboration with editor, illustrator, readers, bookstores, and vendors.

### MARKETING COPYWRITER, Off Duty Management, Katy, TX

10/2023 – 06/2024

- Researched competitor branding, identifying content opportunities, and developed strategic messaging across platforms to improve online visibility.
- Increased market presence with law enforcement agencies and municipalities through tailored Request for Proposal (RFP) responses about Off Duty Management's innovative OfficerTRAK<sup>®</sup> technology.
- Composed two bids to Sourcewell, winning Off Duty Management contracts in Software and Staffing.

### COPYWRITER, Jump Company, St. Louis, MO / Remote

04/2022 – 08/2023

- Executed a messaging strategy across a wide range of advertising for Jump's client in health insurance, elevating their brand voice while adhering to legal mandates for health insurance marketing. Materials included social media, landing pages, paid search, email, direct mail, and OOH (out of home).
- Wrote alt text on Jump's website to help screen-reading tools describe images to visually-impaired readers and allow search engines to better crawl and rank the website.

- Crafted Jump’s social media copy to humanize the brand, engage audiences, and increase website traffic.

**CONTENT DEVELOPER, GoForClose, Remote**

11/2020 – 03/2022

- Developed user-friendly content for online marketing and front-end web development, improving SEO and increasing leads to GoForClose’s dual websites. Content included webpages, blogs, presentations, videos, and social media.
- Optimized scripts for cold calls, SMS, RVM, and email to move qualified leads toward a meeting or sale.
- Created presentations and PDFs for the CEO’s use at webinars to position GoForClose as an expert in the real estate investing industry.
- Wrote expert responses to journalist’s requests on behalf of the CEO to build brand identity.
- Produced marketing playbooks to improve productivity within the company.

**FREELANCE COPYWRITER, The Symicor Group, Remote**

09/2020 – 03/2021

- Wrote blog articles for the client’s dual websites, driving leads to their business.
- Marketed new finance talent to banks and credit unions with open job positions.

**COPYWRITER, Lennar, Houston, TX**

07/2016 – 06/2020

- Wrote copy across print and digital channels, promoting Lennar and its affiliated members in mortgage, title, and home insurance.
- Established the messaging hierarchy for promotional product campaigns, ensuring brand cohesion across Lennar’s 75+ real estate market divisions.
- Overhauled web copy during a redesign of the Lennar website, improving the customer experience.
- Authored articles for the Open Door blog and Resource Center, driving website traffic and building trust.

**TECHNICAL WRITER, Pinnacle: A Halliburton Service, Houston, TX**

08/2013 – 02/2016

- Wrote fracture mapping reports, fortifying client relations and promoting industry equipment.
- Reviewed three procedure reports for in-field use, improving readability and accuracy.
- Recorded notes during meetings, incorporating information into presentations and follow-up reports.

**MARCOM INTERN, Texas State Technical College (TSTC), Waco, TX**

05/2012 – 08/2012

- Wrote feature articles for school’s print and online media, also newsletters and press releases for local Waco newsprints.
- Drafted the TSTC Foundation’s scholarship and donation brochure.

**TECHNICAL SKILLS**

Adobe Suite, Microsoft Office Suite, Surfer SEO, WordPress, Canva, Wrike, Slack, Asana, and ClickUp

**PUBLICATIONS**

*Treasures in a Bottle*, Fantasy Novel, Bay Horse Press, 2023  
*The Hobgoblin’s Nightlight*, Children’s Book, Bay Horse Press, 2025