

Allyssa Ferguson

Organic farmer, digital marketer, freelance writer, sommelier

Motto behind my work:

“Mind like water...” -David Allen (author of *Get Things Done*)

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Jackson, SC

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woodlandvalleyfarms.com

millennialshepherd.com

EXPERIENCE

Millennial Shepherd Marketing — Owner/Operator

2021 - PRESENT

Freelance copywriting and digital marketing company. I specialize in helping small companies get their online presence cohesive and attractive to customers. This can include web development, SaaS, SEO blog writing, web copy, social media ads and automation. I work as a consultant & also operate as a “done for you” service by either a day rate or retainer fee.

Woodland Valley Farms, Jackson, SC — Owner/Operator

2017 - PRESENT

Multi-species permaculture farm--pigs, sheep, chickens, cattle, geese, ducks and a 1/2 acre market garden. We run a CSA for 40 families year round. We're one of the few farms in our region that grows according to organic principles. Included in this business: farm consulting, marketing assistance for farmers and practical tech implementation for farmers.

Ernest Farms, Duluth, GA — Owner

2015 - September 2017

My first experience farming. I grew meat chickens and hogs for the East Atlanta Village farmers market before I met my husband and moved to South Carolina.

Two Urban Licks, Atlanta, GA — Bartender/Sommelier

2013 - 2017

I was the lead bartender for several years at this fast-paced, high volume restaurant where I could use my wine skills or make 7 drinks a minute.

EDUCATION

Youngstown State University, Ohio — Business, French

2004 - 2007

My time at this school helped me understand the importance of research. I spent years in the library absorbing as much as I could to become a better writer.

FARM SKILLS

- Organic vegetable growing
- Welding
- Butcher/slaughter
- Rotational grazing
- Natural vermifuges
- Marketing
- Cooking/preservation

TECHNICAL SKILLS

- Copywriting
- Technical writing
- Web writing
- Blogging
- Ghostwriting
- Lead Pages
- Funnels
- Web Development
- Proofreading/editing
- Canva for Social Media
- Instagram/Facebook ads
- Google Suite
- Microsoft Word
- Microsoft Excel
- Quickbooks
- Adobe
- Basic Web design
- Organization

LANGUAGES

French, English

Georgia State University, Atlanta — *English Literature*

2013 - 2015

I was fortunate to have wonderful professors who took me under their wing and helped me develop as a writer. I studied Arabic Literature, Jewish Literature, poetry and literary theory. I consider all of these courses to be huge catalysts for my personal growth.

References

Katie Hayes: *Director of Community Farmers Markets in Atlanta, GA*

404-398-2495

Nancy Castelluci: *Owner of Sugo Restaurant in Johns Creek, GA and Matriarch of Castellucci Hospitality Group*

404-483-9803

Lars Seiler: *Longtime Customer, professor at University of South Carolina*

803-467-4519