

## RELEVANT EXPERIENCE

### Woden

Philadelphia, PA

Brand Storyteller *June 2022-October 2023*

- Wrote and created content tailored to specific social media channels and audiences
- Translated ideas into effective copy concepts and communication
- Conducted market, target audience and competitive research and translated it into a brand strategy across integrated disciplines

### National Student Advertising Competition

AAF, Sponsored by Meta

Copywriter/Editor *August 2021-April 2022*

- Worked in a team to concept and execute an entire campaign from scratch
- Generated copy for deliverables including scripts, web copy, social media posts, headlines and taglines
- Conducted in-depth market, target audience and competitive research and translated findings into a comprehensive creative brief

### Stone Oven Wholesale Bakery

Cleveland, OH

Social Media Director *January 2019-June 2022*

- Developed clear, concise, and compelling copy for various marketing channels, including product descriptions, website content and social media posts
- Interpreted and applied feedback from the owners
- Led brainstorming, idea development and creative execution

### We'R'Listening

New York, New York

Content Creator Intern *July 2020-April 2021*

- Wrote and designed original content for social media platforms (TikTok, Instagram, X, blog)
- Conducted research for and wrote a weekly blog post
- Kept up with cultural trends and industry updates

### Ccapital

Herzliya, Israel

Summer Intern *May 2020-August 2020*

- Conducted research on VCs and Angel Investors
- Created content calendars for our client
- Created 20-30 pieces of social media content for Facebook and Instagram

## SKILLS

- Copywriting
- Web copy
- Social media copy
- Creative writing
- Blog writing
- Brand strategy
- Sales strategy
- Proofreading
- Copyediting
- Research
- Working knowledge of Goole Analytics
- Working knowledge of SEO
- Social media marketing (TikTok, Blog, X, Instagram, LinkedIn, Facebook)
- Public speaking
- Teamwork
- Barista
- Working knowledge of Spanish

## EDUCATION

Temple University, Klein College of Media and Communication - Philadelphia, PA

B.A. in Advertising, Copywriting

Certificate in Spanish

May 2022

GPA: 3.76