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PROFESSIONAL SUMMARY

Strategic communications leader, designer and content curator, specializing in copywriting and hands-on creativity. Recognized for conceptualizing branded content to grow and enhance brand recognition across multiple mediums.

EXPERIENCE

Copywriter & Community Manager, Outlet Paid Social | Coach

July 2021 – Present

- Shaping the Outlet brand through social copywriting and building the Outlet community through a strategic use of voice and content.
- Reporting to the Director of Copy & Editorial, I provide valuable insights in the realms of fashion and digital, consistently demonstrating quick decision-making, creative thinking and embodying the brand's self-expressive ethos.
- Collaborating with art directors, global marketing team and product operations team on the development of overarching campaigns for Retail and Outlet, with a focus on social initiatives, influencer deliverables and SMS marketing.
- Focusing on the brand's paid posts and community engagement on TikTok, YouTube, Instagram and Facebook, as well as international platforms to expand our reach.

Production Assistant

March 2022 - June 2023

- Contributed to the success of three video shoots for Yaya Bey (keisha, alright and exodus the north star) demonstrating reliability and effectiveness by actively participating in execution and consistently delivering quality results.
- Provided comprehensive on-set support, collaborating seamlessly with styling and production team to ensure smooth configuration of the set, maintaining a keen eye for detail and aesthetics throughout day-long video shoots, including hair and makeup.
- Contributed to both pre-production strategy and post-production assistance by participating in meetings, aligning creative objectives and working closely with the artist to ideate and refine the creative direction.
- Facilitated seamless collaboration by aligning with the styling team to establish creative direction, ensuring the set's visual appeal and engaging with the artist during post-production, providing essential input for editing and refinement.

Freelance Copywriter & Designer

May 2017 – July 2021

- Led comprehensive marketing initiatives, including the creation of collateral, branding materials, ideation, research and strategy sessions for brand and website development, as well as logo design and revision for small businesses.
- Provided guidance and advice to clients on social media management and engagement strategies.

EXPERIENCE CONTINUED

Social Media Specialist | Levelz Beauty

January 2021 – June 2021

- Generated campaigns for eyelash extension services, waxing services and facial services and designed social media posts for Instagram (5k followers), Facebook and TikTok to successfully grow their audience by 25%.
- Reimagined the beauty skincare line for Levelz Beauty Organics; designed a logo, created labels and supported the Instagram.

Temporary Creative Copywriter & Writing Supervisor | Bear in the Hall

June 2019 – November 2019

- Collaborated with art directors by creating and editing copy for various advertising channels and websites, while also managing project timelines and making executive content decisions. Oversaw a team of 15 freelance writers, providing daily support, feedback and training, resulting in improved content quality and efficiency.
- Successfully project managed the website launch for roboair, while managing their social media platforms. Conducted extensive research, optimized for SEO and content creation, leading to a 10% increase in roboair's engagement.

Internal Communications Professional Intern | Walt Disney Co.

January 2018 – January 2019

- Worked full-time with the Epcot Communications team to create content with creative writing, photography and videography for nearly 20,000 employees; created, wrote and designed a monthly newsletter titled "The Break Buzz."
- Ideated and strategized with WDW Communications Leadership and WDW Parks Leadership on over 30 pop-up activations, events and campaigns to highlight the upcoming park growth for the 50th Anniversary.

SKILLS

Creative Writing
Proofreading
Designing
Strategizing
On-Boarding
Assisting
Styling
Microsoft Suite
Social Media
Wordpress
Keynote
Canva
Adobe Creative Suite
Conversational Spanish

EDUCATION

Temple University
Bachelor of Arts in Advertising
Graduated: Spring 2017

CLUBS

Philly Ad Club
October 2016-Present
Disney Alumni Association
October 2016-Present