

Professional Summary

Senior-level Copywriter with two years of experience managing content for multi-branded B2B/B2C e-commerce websites with exceptional attention to detail and a clear understanding of SEO, branded content, and e-mail marketing strategy. Strong communication skills with a passion for UX and Design.

Experience

JUNE 2017 - PRESENT

SpiralEdge Inc., Campbell, CA - *Senior Copywriter / Content Manager*

- Lead a team of copywriters in creating compelling copy for product launches, homepage updates, guides, and blog posts for SwimOutlet.com and YogaOutlet.com
- Designed and implemented a new CMS tool for uploading product descriptions that increased productivity by over 80%
- Cut the number of daily missing descriptions down from +/- 4000 to +/-35
- Provide creative copy and subject lines for all e-mail marketing campaigns bringing in sales ranging from \$4K to \$30K per campaign
- Constantly A/B test to improve metrics, increase conversions, and generate sales
- Increased organic search traffic by an average of 20% over the last year

DECEMBER 2017 - PRESENT

Self-Employed, San Jose, CA - *Freelance Writer & Photographer*

- Live music, concert, and event photography
- Craft Electronic Press Kits and Press Releases for artists, events, festivals, etc.

AUGUST 2016 - MAY 2019

90.5 FM KSJS, San Jose, CA - *Promotions Coordinator / Urban Music Director / Radio DJ*

- Hosted a weekly radio show (formats: Hip-Hop, EDM, and House Music)
- Grew social media across Twitter, Instagram, and Facebook by an average of 45% (YoY) for 2 years
- Coordinated ticket giveaways and facilitated promotional campaigns for concerts, festivals, and events across California with an emphasis in the San Francisco Bay Area
- Managed Hip-Hop music programming and oversaw Top 40 charts

Education

2015-2017

San Jose State University, San Jose, CA - *Bachelor of Art in English*

- Concentration in Professional & Technical Writing

2011-2013

Evergreen Valley College, San Jose, CA - *Associate of Art in English Language*