

First MI Last

City, State (Phone Number) | Email Address | LinkedIn URL | PersonalPortfolio.com

Skills

Copywriting | Brandwatch | MRI Simmons | Qualtrics | Adobe Creative Suit | Microsoft Office | Business Development & Client Management | HubSpot Social Media Marketing Certification | Sports Writing

Professional Experience

Copywriter

MOKA Creative- Long Island, NY

December 2022-Present

- Develop branding and advertising campaigns for local and national clients on a freelance basis.
- Write taglines, headlines, case studies, mission statements, vision statements, core values, social media posts, web content, case studies, and other creative copy meant to encapsulate the clients' values and desired tone while engaging the audience

Copywriter Intern

MOKA Creative- Long Island, NY

September 2022-December 2022

- Wrote copy for the agency's local and national clients.

Freelance Copywriter

July 2021-Present

- Write copy for organizations on a freelance basis while attending graduate school.
- Projects included retail and eCommerce web content, SEO articles, blog posts, landing pages, and product and service descriptions.

Staffing Consultant

August 2020-July 2021

John Leonard Employment Services- Boston, MA

- Worked collaboratively with colleagues to deliver qualified candidates to client organizations.
- Wrote and edited job descriptions, messages, and blog posts meant to engage potential new business.
- Identified and developed client prospects resulting in five new client organizations for the agency.

Recruiter & Account Manager

September 2013- February 2020

Millennium Staffing- Braintree, MA

- Sourced and screened candidates for client organizations while building and nurturing relationships.
- Crafted effective written communications, blog, and website content resulting in new business.
- Average individual annual revenue contribution of over \$1,000,000 per year.

Education

Suffolk University- Boston, MA

2022

M.A. Communication: Public Relations & Advertising

- National Society of Leadership and Success Honor Society Inductee.
- 4.0 GPA.

Worcester State University- Worcester, MA

2013

B.A. Communication: Concentration in Digital Media Production

- Men's Varsity Ice Hockey.
- Student-Athlete Honor Roll Award Recipient.