
SENIOR WRITER, EDITOR, AND CONTENT MANAGER with extensive experience in copywriting, SEO, brand marketing, digital journalism, and content strategy for brands including CeraVe, L'Oréal, Amazon, Kiehl's, and DeBeers. Meticulous, results-driven problem solver who excels at adaptive writing techniques to support numerous media formats and marketing objectives. Empathetic and proactive team player committed to driving brand performance for industry leaders in fast-paced environments.

AREAS OF EXPERTISE

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|--------------------------|----------------------------|----------------------|
| ✓ Content Development | ✓ Brand Marketing Strategy | ✓ Project Management |
| ✓ Web Content Writing | ✓ Lifestyle Journalism | ✓ SEO Optimization |
| ✓ Editing & Proofreading | ✓ AI Tool Integration | ✓ Research/Analytics |
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PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

SalonCentric (L'Oréal) – Remote 08/2024 – Present
Digital Content Creator, Editorial

- Responsible for planning and creating engaging, informative, and **on-trend editorial content** for the professional beauty industry.
- Conducted thorough fact-checking, proofreading, and editing daily to maintain **high editorial standards**, accuracy, and diversity/representation in image assets and experts featured.
- Implemented **SEO best practices** to optimize content for search engines and maximize organic traffic.
- Performed monthly analytics reviews of content and worked closely with **cross-functional teams** to ensure content alignment of brand voice and objectives.

Jellyfish – New York, NY (Hybrid) 05/2021 – 06/2024
Senior Editorial Content Manager

- Managed **editorial strategies** and **content creation** for a portfolio of **global clients**, delivering **editorial style guides**, **expert interviews**, **SEO reporting**, and **long-form content** for brands while assuring accuracy, brand voice **consistency**, and legal/regulatory compliance.
- Utilized advanced **project management**, **multi-tasking**, and **communication skills** to consistently meet **client requirements** and expectations, playing a key role in new business wins.
- Demonstrated exceptional **leadership skills**, being promoted twice within a three year span and providing **training**, **coaching**, and **mentorship** to both internal writers and contract freelancers.

Prime6 Brands (Primal Harvest) – Remote 09/2019 – 05/2021
Senior Copywriter & Content Manager

- Served as the **head of content** for an **e-commerce startup** in the **holistic supplement** industry, leading **omni-channel initiatives** across all **content channels**.
- Independently contributed to brand growth by managing all **content creation**, including the blog, **social media**, **paid media ads**, **SMS**, email, **ebooks**, and **sales funnels**.
- Directed the growth of the brand's **influencer marketing** initiatives and **Facebook** group engagement to generate increased revenue and a loyal following for the brand.

WildMint Cosmetics – Remote 07/2018 – 07/2019
Content Writer, Editor & Social Media Manager

- **Content creator** and **manager** for all **digital marketing brand channels**, including **blog articles**, **paid media ads**, **social media**, **website copy**, **newsletters**, **SMS**, and **emails**.
- Spearheaded organic **brand growth** through **social media** and **influencer marketing (UGC)** programs, creating viral content for the brand on **Instagram** and other content platforms.
- Edited, proofread, and evaluated all **brand copy** for consistent **brand voice**, accuracy, and **SEO**.

Carnival Cruise Lines – Miami, FL**07/2016 – 08/2018****Media Manager**

- Created and distributed the **Carnival FunTimes** (daily print itinerary) for thousands of guests each day.
- Managed the **Carnival FunHub mobile app**, acting as part of the onboard **senior leadership** team.
- Proofread copy for accuracy and **compliance** in a **demanding environment** that required daily printing and digital publication around the ship.

PREVIOUS EXPERIENCE: **Onboard Media** - Miami, FL – *Port Shopping Guide* (05/2014 – 07/2016)

EDUCATION**Bachelor of Arts (BA)****Media Arts & Design | Minor, Music Industry**

James Madison University - Harrisonburg, VA

Progress towards Advanced Diploma, Editing & Publishing

University of California, Los Angeles (UCLA) Extension

PROFICIENCIES

Google AI Essentials Certification | SEMRush | Grammarly | BrightEdge |
Microsoft Office | Surfer SEO | Wix | Shopify | WordPress | Canva | Google
Analytics | Meta Business Manager | Adobe InDesign | ChatGPT | Microsoft Teams