



PROFESSIONAL SUMMARY

Dynamic Marketing Leader and Copywriter with a flair for creating editorial content and promotional campaigns that resonate and convert. Skilled in guiding cross-functional teams and aligning content marketing strategies with business goals. Proven ability in leveraging user behavior insights to enhance audience engagement and drive monetization. Proficient in SEO, Google Analytics, and email campaign monetization.

KEY AREAS OF EXPERTISE

- Copywriting & Copy Editing
- Content Strategy & Social Media Engagement
- Email Marketing & Monetization
- Search Engine Optimization (SEO)
- Google Analytics & Data-Driven Decision Making
- Microsoft Office Suite Proficiency

RELEVANT EXPERIENCE

Service Coordinator

November 2022 - Present

Reality Church of Los Angeles, Hollywood, CA

- Facilitate the coordination of evening services for 100+ attendees, enhancing the guest experience and ensuring seamless execution.
- Serve as the primary liaison for various teams, including volunteers and hospitality, ensuring resource availability and issue resolution.
- Foster safe and hospitable environments for regular attendees and new visitors through efficient operational management.

Search Engine Optimization Copywriter

July 2021 - July 2022

SLS Consulting, Inc., Hollywood, CA

- Led SEO strategy for web content, including legal blogs and practice area pages, to enhance online visibility and lead generation for law firms.
- Analyzed Google Analytics data to optimize site content, doubling monthly leads for personal injury attorneys.
- Collaborated with project management and design teams to ensure the timely distribution of high-quality marketing materials.

Search Engine Optimization Content Writer

July 2018 - March 2019

Security Token Academy, El Segundo, CA

- Crafted SEO content targeting 5 million monthly visitors, focusing on financial technology and commercial real estate.
- Supported live event production and post-event analysis, contributing to enhanced audience engagement.
- Managed the distribution of digital assets for optimal promotion across various channels.

Senior Marketing Manager

June 2016 - March 2019

PJ Media, LLC, El Segundo, CA

- Spearheaded traffic generation campaigns, achieving a 131% increase in Facebook likes, 128% in organic reach, and 80% in web referral traffic.
- Raised site visit duration to an average of 32 minutes by producing relevant social media content.
- Managed Coffee Break and Brunch Briefing newsletters, growing the email list by 46% and improving open rates by 11% and click-through rates by 30%.
- Trained, evaluated, & mentored team members in copywriting for e-newsletters, social media & ads.

Marketing Manager

January 2014 - May 2016

PJ Media, LLC, El Segundo, CA

- Developed and implemented content strategy for PJ Media-branded channels, enhancing user engagement and driving promotional efforts.
- Conducted weekly and monthly web metric analysis, providing actionable insights for customer experience optimization.

EDUCATION & TRAINING

- **Digital Marketing Certificate, General Assembly**
- **Bachelor of Arts (BA) in Political Studies,**
The Master's University, Santa Clarita, CA

RELEVANT SKILLS

- Data Analytics & Digital Asset Management
- Microsoft Office Suite
- Presentation Skills & Research Skills