

## EXPERIENCE

### COPYWRITER AND UX DESIGNER

**Rhonda's Rocking Bodies | December 2022 - Present**

- Develop social media strategy
- Designed website using user-centered design
- Create social media content
- Increased following by 83%
- Increased conversion rate and sales by 47%
- Created the brand's style guide and brand personality
- Developed cohesive brand narratives across multiple platforms

### COPYWRITER

**GMMB | December 2021 - November 2022**

- Wrote copy using brand guidelines of the assigned client
- Presented new concepts and innovative strategies for messaging
- Developed engaging campaigns using client briefs
- Influenced social strategies for an array of brands
- Assisted senior designers in creating deliverables

### COPYWRITER

**DONER | October 2021 - June 2021**

- Presented campaigns to clients
- Consistently met tight deadlines
- Provide feedback to account team from creative team
- Created engaging short- and long-form copy for social media
- Developed excited campaigns and copy for clients

### UX WRITER INTERN

**VMLY&R | May 2020 - October 2021**

- Wrote user interface copy for clients products
- Edited and optimized website content
- Utilized storytelling to improve user experience
- Wrote technical and instructional text for products
- Created and edited user experience messaging strategies

### SR. COMMUNICATIONS MANAGER

**McDonalds | 2016-2018**

- Helped develop and lead communications projects
- Researched and analyzed issues within communications
- Created customer journey maps
- Established promotional campaigns
- Developed sales projections and strategies
- Solved challenges by writing new policies

### PROMOTIONS & MARKETING ASSISTANT

**CBS Radio Baltimore | 2014-2016**

- Contributed to strategy by conducting consumer research
- Implemented research-based solutions
- Generated effective creative strategies to promote brands
- Used analytics to monitor the effectiveness of marketing solutions

### FREELANCE UX COPYWRITER

**Mutual Housing Association of Baltimore | 2013-2019**

- Used design skills to create prototypes using Adobe XD
- Wrote instructional text and error messaging
- Identified new opportunities to establish digital messaging
- Created and edited user experience messaging strategies.

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## HEY! LOOK WHAT I CAN DO

- Adobe Creative Cloud
- Constant Contact Software
- Customer Relationship Management
- Google Analytics
- FinalCut Pro X
- Figma
- Search Engine Optimization

## BOOK SMARTS

### VCU BRANDCENTER

**Richmond, Virginia | 2019-2021**

M.S., Branding & Copywriting

### MORGAN STATE UNIVERSITY

**Baltimore, Maryland | 2009-2013**

B.A., Public Relations, Advertising, & Media Sales