

Mid Senior-level Copywriter and Content Strategist with 7 years of experience shaping brand tone, leading cross-functional creative teams, and crafting large-scale marketing campaigns from concept to execution. Adept at establishing brand voice, writing compelling copy for digital and social channels, and ensuring consistent storytelling across diverse platforms.

A proven collaborator in fast-paced environments who uses data-informed insights to transform complex ideas into engaging narratives. Skilled at managing multiple projects, refining editorial strategies, and partnering with external agencies, influencers, and production teams. Passionate about community building, inclusive frameworks, and forging genuine connections that enhance brand integrity.

core skills & expertise

creative copywriting
& BRAND VOICE

- Lead copywriter for social campaigns, brand tone, and cross-platform messaging
- Cohesive editorial storytelling, from concepting to final execution
- Thorough understanding of multi-audience communication (B2B, consumer)

campaign strategy
& EXECUTION

- Develop large-scale campaigns for digital, video, experiential, and social activations
- Optimize concepts for maximum audience engagement
- Collaborate seamlessly with art directors, designers, and marketing leads

cross-functional leadership
& COLLABORATION

- Coordinate in-house teams (design, product, marketing) and external partners (creative agencies, influencers)
- Manage timelines, budgets, and production schedules to deliver impactful campaigns
- Align creative goals with broader organizational objectives and KPIs

community engagement
& PLATFORMS

- Manage brand tone consistency and real-time engagement
- Familiarity with collaborative digital environments, crisis management, and user-driven content

analytics
& PROCESS

- Craft and present performance reports to key stakeholders
- Implement data-informed improvements to copy and creative assets

fluencies

analytics
LISTENING & REPORTING

Google Analytics | Buffer Analyze | Sprout Social | Hootsuite | Zoho Social | Sendible | Keyhole | Rival IQ | Mailchimp | Agorapulse

software
SYSTEMS

Canva | Adobe Suite | Google Suite, MS Office Suite | Slack | Discord

experience

Social Media Manager
DMK INTERNATIONAL

08. 2022 - Present

Shape brand identity across digital channels (Instagram, Facebook, Threads, X, TikTok, LinkedIn, & YouTube), refining voice and guiding creative direction for product launches. | Manage end-to-end campaign creation, incorporating brand guidelines, video production, influencer collaborations, and platform-specific copy. | Craft editorial calendars and produce monthly analytics reports (ROI, engagement, conversions), presenting insights to executive stakeholders. | Oversees (design, marketing, product), ensuring brand integrity in short-form video, graphics, and copy.

Social Media Strategist
SELF EMPLOYED

08. 2019 - Present

Cultural Programming, Creative Writing, Campaign Management and Execution, Collaborative Journalism.

LAMONT DIGITAL - PEOPLE’S ACTION INSTITUTE - BIG BOWL OF IDEAS - CALIFORNIA LEAGUE OF ENVIROVOTERS

Provide copywriting and strategic consulting services for social impact organizations. | Conceptualize large-scale creative storytelling frameworks; produce inclusive brand narratives and short-form video scripts. Collaborate with external vendors, influencers, and partner agencies to deliver cohesive multi-platform campaigns.

Equity Content Strategist
THE CENTER FOR CULTURAL POWER

08. 2019 - 9. 2021

Innovative digital strategy development, production and multi-channel deployment for two 501(c)(3) accounts.

Led cross-media campaign creation, including brand tone enforcement and consistent messaging across departments. | Served as Lead Copywriter, crafting compelling content that championed inclusive storytelling and social equity. | Launched interdepartmental releases with unified brand voice, coordinating design, marketing, and production teams for seamless execution. | Managed monthly KPI reporting, adopting data-informed improvements for real-time campaign optimization.

Interim Social Media Manager | 2020

Spearheaded creative copy for digital platforms, promotional releases, and press amplification materials. Assembled custom multi-platform analytic reports. | Supported the amplification of Programs department initiatives and campaigns. | Provided thought leadership in concept development, delivered responsive support, and collaborated with inter-department stakeholders to drive campaign success. | Led brand-audience engagement across digital communities with a combined 100K+ followers | Analyzed audience, campaign, and project insights to measure brand KPI success.

Lead Copywriter | 2019-2020

Curated content for Facebook, Twitter, and Instagram, owned copy development, compiled monthly analytics, and managed engagement for a 70K+ digital audience.

Social Media Coordinator
LAMONT DIGITAL

01. 2018 - 05.2019

Campaign coordination and copywriting for a diverse roster of 501(c)(3) organizations, arts & culture brands.

Wrote and produced digital campaigns for 501(c)(3) organizations, focusing on brand alignment, creative scripting, and event coverage. | Managed editorial planning and multi-channel strategy for The California Endowment, Future Offices, and WeConnect. | Partnered with external production teams and designers to create on-brand social and video assets, ensuring consistent voice and storyline continuity. | Analyzed engagement trends, advised on creative improvements, and regularly communicated performance insights to stakeholders.

references available upon request