

# MARCELLA WILROY

## Content Specialist

Whether it be managing social media & marketing, building an e-com storefront, or anything in between-I'm thrilled to collaborate & provide exactly what's necessary to make improvements, maintain standards, and meet goals.

## EDUCATION

### CSU Channel Islands

- Bachelor's Degree in English

### Oxnard College

- Associate's Degree in English

## SKILLS

Copywriting, Writing

Social Media Management

Digital Marketing Tools, Analytics

Search Engine Optimization

Shopify, Squarespace

Hootsuite, Planoly, Canva

Microsoft Office, Excel, Powerpoint

Adobe Photoshop

## ABOUT ME

- Optimally organized
- Constant creative
- Flexible and adaptive
- Great communicator
- Work well under pressure
- Enjoy collaborative work
- Exceptional attention to detail
- Bilingual (Portuguese)

## EXPERIENCE

### More Than Money

2021-Present

#### Shopify Store Builder

- Build e-com stores from the bottom up
- Research audience/demographic & create targeted website copy
- Provide product images & descriptions

### UCast Studios

2020-Present

#### Staff Writer

- Provide copy for website, social media, and promotional content
- Write diverse articles inspired by group mission and goals
- Editing, pitch ideas, problem-solving


### Gorsky Press

2019-2020

#### Social Media Manager

- Ran social media & ad campaigns
- Ran contests & giveaways
- Created content - videos, stories, posts
- Scheduled content up to a month in advance

## CONTACT

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