

# NARGUESS MOASSER

| San Francisco Bay Area, CA | Remote

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Portfolio: [narguessmoasser.github.io/samples](https://narguessmoasser.github.io/samples) | LinkedIn: [linkedin.com/in/narguessmoasser](https://linkedin.com/in/narguessmoasser)

## **SUMMARY**

Copywriter and marketing content specialist with 10+ years of experience writing and editing multi-channel campaigns for higher education and mission-driven organizations. Skilled in translating briefs into clear, audience-focused copy for web pages, landing pages, paid social, email, and brand campaigns while balancing brand voice, accuracy, and performance goals. Reliable, self-directed writer with strong research skills, sharp copyediting, and consistent on-time delivery across multiple deadlines.

## **COPYWRITING & EDITORIAL STRENGTHS**

Long and short form copy: blogs, landing pages, advertising, email, paid social, press releases

Copyediting & proofreading (brand voice, clarity, consistency, grammar)

SEO fundamentals (keyword integration, headings, meta considerations)

Stakeholder feedback cycles (revise/refine quickly; version control)

Research + source vetting (credibility, recency, audience fit)

AI-assisted editing, refinement, and QA to improve clarity, consistency, and accuracy (human-led)

## **CORE SKILLS**

Copywriting (Web, Ads, Email, Paid Social, Campaigns)

Copyediting, Proofreading, Editorial & Style Standards

SEO Copywriting (Keyword Usage, On-Page Basics)

Research & Source Validation

Paid Media Copy (Google Ads, Meta Ads Manager)

Brand Voice & Creative Development

Project Management (Deadlines, Multi-Track Work)

Briefs, Revisions, Stakeholder Feedback

## **PROFESSIONAL EXPERIENCE**

### **TENNIS PRO LOVE | San Francisco Bay Area, CA | Remote**

**Founder & Coach | 05/2023 – 02/2025**

- Built and promoted a service brand by developing website copy, social content, and offers designed to convert inquiries into bookings.
- Created audience-specific messaging for multiple segments (youth, varsity athletes, adults), improving engagement and retention.
- Managed client communications and scheduling end-to-end, maintaining a high-quality client experience.

### **THE CATHOLIC UNIVERSITY OF AMERICA | Washington, D.C.**

**Senior Marketing Manager | 10/2022 – 05/2023**

- Wrote and refined conversion-focused copy for paid social, retargeting, and multi-channel campaign assets, ensuring clarity, brand voice consistency, and strong calls-to-action.
- Optimized web and campaign copy for SEO best practices including keyword usage, headings, and readability.
- Partnered with creative teams to develop campaign concepts and final messaging across channels; ensured copy aligned with brand standards and audience needs.
- Collaborated with vendors and internal stakeholders to deliver polished, on-brief content under tight deadlines.

### **Executive Operations & Experiential Marketing Manager | 11/2021 – 10/2022**

- Produced executive-ready campaign summaries and performance reports, translating data into clear narratives and actionable recommendations.

- Supported brand development initiatives by refining messaging frameworks and ensuring consistency across stakeholder-facing materials.
- Managed multiple priorities across cross-functional teams while maintaining accuracy and attention to detail.

#### **Marketing & Operations Manager | 10/2020 – 11/2021**

- Led messaging and creative development for multi-channel campaigns, including writing and editing copy for digital ads and campaign collateral.
- Helped shape the “Write Your Story” branding campaign by developing audience-focused messaging and ensuring consistent tone across deliverables.
- Coordinated campaign timelines and approvals to keep content production moving in a fast-paced environment.

#### **Marketing Manager | 05/2017 – 10/2020**

- Developed and edited integrated campaign copy across digital and print, supporting a 20% increase in leads/student inquiries.
- Facilitated focus groups and synthesized insights into brand and messaging recommendations for rebranding and logo development.
- Directed freelancers (photographers/creatives) and provided clear briefs and feedback to deliver high-quality, on-brand assets.

#### **Production & Advertising Specialist | 11/2012 – 05/2017**

- Wrote and edited advertising copy across print, radio, OOH, and digital; ensured brand consistency and error-free execution.
- Managed creative production workflows from concept through final deliverables, maintaining quality standards and deadlines.
- Monitored market and competitor messaging to inform creative direction and media strategy.

#### **TECHNICAL SKILLS**

**Writing/Collaboration:** MS Office, Google Docs, Slack, Asana

**Email/CRM:** Salesforce, Flodesk, Mailchimp, MailerLite

**Web/CMS:** WordPress, Elementor, Squarespace, Wix

**Paid Media Platforms:** Google Ads, Meta Ads Manager

**Design (light):** Canva, Adobe Express

**SEO:** Yoast SEO, Answer the Public

#### **EDUCATION**

Master of Science in Management – The Catholic University of America

Bachelor of Arts in Communication Studies – University of Rhode Island

#### **CERTIFICATIONS & TRAINING**

Salesforce Fundamentals – UC Irvine Division of Continuing Education

Digital Photography & Multimedia Storytelling – UC Berkeley Extension

Fashion Illustration – Fashion Institute of Technology