



PROFILE

Seasoned copywriter, blogger and web content editor with over 8 years of experience in IT and lifestyle industries.

Dynamically skilled in writing, editing, and managing digital content across web-based platforms, with social media and project management abilities.

SKILLS

Copywriting and Editing
SEO Blogging
Social Media Management
Project Management

CONTACT

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CAMILLIA N. SHANKS

EDUCATION

Master of the Arts – Rutgers University, School of Communication and Information – New Brunswick, NJ
Sept 2013 – May 2015

Bachelor of the Arts – Rutgers University, School of Communication and Information – New Brunswick, NJ
Sept 2008 – May 2012

WORK EXPERIENCE

Colavita USA – Social Media Manager & Copywriter

Oct 2019 - Present

Develop yearly editorial calendar based on food industry trends, new product and direction from Marketing Director; create quarterly social media KPIs and run paid social and influencer campaigns using tools such as Meltwater and Sprout Social to track and measure progress; create and send weekly newsletters to subscriber base to increase brand awareness and boost e-commerce sales; write and edit bi-monthly posts for company blog to increase SEO value and online exposure.

Systech International – Social Media Manager & Lead Copywriter

Aug 2018 – Oct 2019

Developed and implemented a successful social media strategy that aligned with company sales goals; strategized and executed digital advertising campaigns; wrote copy for email campaigns, landing pages and print ads; conducted regular social media trainings for employees.

SHI International Corp – Social Media and Blog Manager

Aug 2015 – Aug 2018

Drafted and published taglines for company advertisements on social media; maintained a pipeline of curated content for company blog; oversaw monthly copywriters' meetings; conducted employee branding trainings

SHI International Corp – Web Content Editor, Marketing Analyst

March 2015 – Aug 2015

Wrote and managed web content for services of existing and prospective clients; analyzed daily reports and data for customer buying trends and website updates.