




# KAITLIN MAY MORELLI

## CONTENT SPECIALIST

### CONTACT

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### PROFILE

Copy-crafting chameleon for over 200 clients over the last decade. With the ability to uncover a brand's authentic voice and cohesively present it across multimedia platforms, I'm a dynamic content writer with an eagle eye for detail as an editor.

### EDUCATION

#### Bachelor of Communications and Marketing, Minor in Psychology

Virginia Polytechnic Institute and State University, Blacksburg, VA  
Aug 2009 – May 2013

### SKILLS

#### PROFESSIONAL

B2B Writing  
Product Marketing  
Content Marketing  
Web Content Writing  
Editing  
Copywriting  
SEO Optimization  
Content Creation  
Research  
Social Media  
Blogging  
Management

### EXPERIENCE

#### FREELANCE WRITER & EDITOR

##### JERRY CO. | 2021 - PRESENT

- Writing SEO-optimized evergreen articles, landing pages, marketing emails, engaging social media posts, and more.
- Editing articles and various content pieces while providing feedback, guidance, and input to writers.

#### MANAGING EDITOR

##### ELEPHANT JOURNAL | 2020 - 2021

- Wrote long-form and short-form cont for clients to promote products and enhance sales.
- Interviewed SMEs and executives to identify brand voice and consistently reflected it across multimedia platforms.
- Oversaw the success of partnership campaigns with over \$100,000.00 of quarterly revenue obtained.
- Managed an editorial calendar and team of editors to implement SEO-optimized content.
- Strategically executed campaigns across platforms with over 12 million collective followers.

#### MARKETING CONTENT WRITER

##### MILLENNIUM | 2015 - 2020

- Ideated original content to invigorate and transform standard marketing materials.
- Synthesized the mission of 90 clients through multimedia copy outlets such as job advertisements, website content, emails, newsletters, and graphics distributed nationally.
- Designed customized digital graphics highlighting employees, promoting events, and enhancing the company logo.