

Mouna Sow

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EDUCATION

Fashion Institute of Technology (FIT), New York City, NY

- Bachelor of Science in Art History & Museum Professions, Expected Graduation: May 2026
 - Associate of Arts in Advertising Marketing Communications, May 2024
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SUMMARY

Creative writer and storyteller with 5+ years of experience in copywriting, scripting, and content strategy. Skilled at tailoring voice and tone across mediums and turning abstract ideas into clear, compelling narratives. Seeking opportunities to deepen my expertise in creative writing and creative strategy within collaborative and mission-driven teams.

EXPERIENCE

Scriptwriter & Co-Host

Not So French Podcast | Paris, France | April 2025 - Present

- Crafted narrative-driven scripts for a podcast focused on cultural identity, humor, and student life abroad.
- Co-hosted episodes, led guest communication, and helped shape the voice and direction of the show.
- Coordinated episode structure, transitions, and delivery to strengthen engagement.

Copywriter

Cyasoon | New York, New York | October 2023 - April 2024

- Wrote blog posts and email campaigns connecting the app's features to broader social topics.
- Collaborated with marketing to shape a warm, relatable voice across channels.
- Refined the app's brand positioning and value proposition.

Digital Content Manager

Paws n Paws | New York, New York | March 2022 - August 2023

- Designed and launched the brand's website and Instagram, quickly growing engagement and clientele.
- Developed playful, pet-focused copy and visuals that matched the owner's personality and goals.
- Managed and tracked performance to ensure consistent outreach and growth.

Copywriter

Pathfinder Production | Las Vegas, Nevada (Remote) | September 2022 - July 2023

- Created SEO-optimized blogs, emails, bios, and web copy for clients (primarily in the solar energy companies).
 - Wrote persuasive, educational content aimed at boosting engagement and traffic.
 - Delivered work independently while collaborating with a senior marketing lead.
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SKILLS

Scriptwriting • Content Strategy • Podcast Production • Written & Oral Communication • Digital Marketing • Concept Development • Project Management • Canva • Google Workspace • Microsoft 365 • Remote Collaboration • Cross-Platform Creative Strategy • Audience Centered Storytelling • Narrative Development • Tone & Voice Adaptation

VOLUNTEERING

Literacy Tutor

Read718 | Brooklyn, New York | May 2022 - Present

- Working one-on-one with elementary school students who read below grade level. Teaching them to understand English grammar, syntax, diction, phonetics, and spelling.