

Maya James | Tampa, FL | mayaijames9@gmail.com | (813)666-9665 | mayaijames.journoportfolio.com

PROFESSIONAL EXPERIENCE

Copywriter - Cirkul, Tampa, FL | Nov 2023 - Present

Crafts compelling, full-funnel messaging for SMS, email, and paid media to drive engagement and conversions while maintaining Cirkul's brand voice. Creates product description copy for Amazon, Target, Walmart, and other retail channels, ensuring consistent brand voice across diverse marketplaces. Collaborates with company leadership on high-impact initiatives, including Cirkul's Super Bowl campaign. Partners with IP counsel to ensure all copy complies with trademark and registration standards.

Visual Merchandiser - Nike, Tampa, FL | Aug 2022 - Nov 2023

Analyzed product style reports to optimize visual presentation of womenswear, increasing sales in downtown Tampa and providing an engaging customer journey. Presented sales findings and managed logistics of new products, overseeing the lifecycle of women's product lines.

Life Editor - NSM Today, University of Central Florida | Jan 2022 - Aug 2022

Spearheaded editorial strategy development for the Life section. Managed a team of journalists to ensure timely, high-quality content delivery. Guided story coverage while upholding journalistic standards and ethics.

Reporter - NSM Today, Orlando, FL | Sep 2019 - May 2023

Produced engaging, fact-based reports using strong writing and editing skills in a fast-paced news environment. Collaborated with editorial teams and sources to deliver impactful stories on a wide range of topics.

Writer - Her Campus Media, Orlando, FL | Sep 2021 - Aug 2022

Produced articles for HER Campus UCF, enhancing the publication's digital presence. Conducted thorough research to create content tailored to the target audience. Contributed to increasing readership and platform engagement.

Editorial Intern - Karst Media Group, Orlando, FL | Jan 2022 - May 2022

Executed social media campaigns to grow audience and boost brand visibility. Created compelling content and optimized SEO strategies for digital impact. Maintained and coordinated content calendars to elevate the magazine's online presence.

Editorial Intern - Orlando Weekly, Orlando, FL | Jan 2020 - Apr 2020

Wrote engaging articles and multimedia content tailored to diverse formats and styles. Utilized SEO techniques to boost visibility and reader engagement. Demonstrated adaptability and SEO proficiency through consistent content contributions.

EDUCATION

University of Central Florida - Bachelor of Arts in Journalism

SKILLS

Content Writing * Content Strategy * Copywriting * SEO * Visual Merchandising * Creative Strategy * Editorial Leadership * Brand Voice Development * AP Style * Cross-Functional Collaboration * Trademark Compliance * Campaign Ideation