


MAYA JAMES

COPYWRITER, BRAND STRATEGIST

ABOUT ME

A creative copywriter with over 4 years of journalism experience. Skilled in developing copy that effectively engages audiences across a wide range of platforms.

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 mayaijames.journoportfolio.com

EDUCATION

B.A. Print/Digital Journalism



May 2023

University of Central Florida
Orlando, FL

SOFT SKILLS

- Time management
- Written and interpersonal communication
- Meticulous attention to detail
- Brand strategy
- Adaptability

HARD SKILLS

- Proficient in Wordpress CMS
- Microsoft Office
- Comprehensive knowledge of AP style
- SEO Analytics
- Client relationship management
- Sales analytics and business strategy
- Online audience engagement

INTERESTS

- Reading
- Writing & Blogging
- Content creation
- Fitness

WORK EXPERIENCE

Cirkul

Copywriter

Tampa, FL

Nov 2023 - Present

Drives brand storytelling across ad campaigns, social media, and digital platforms while ensuring a consistent voice and tone.

Crafts high-impact copy that aligns with Cirkul's brand guidelines, enhancing customer experience and brand recognition.

Nicholson Student Media

Life Editor

University of Central Florida

January 2022 - May 2022

Spearheaded editorial strategy development, guiding the direction of story coverage for the life section while maintaining adherence to journalistic standards and ethics.

Led and managed a team of journalists, overseeing editorial processes, assignments, and deadlines to ensure the timely and high-quality delivery of content.

Orlando Weekly

Editorial Intern

Downtown Orlando, FL

Oct 2019 - March 2020

Contributed to content creation by writing articles and capturing multimedia content, showcasing a strong ability to adapt to different formats and styles.

Demonstrated proficiency in SEO techniques, enhancing online visibility and audience engagement.

Central Florida Lifestyle Magazine

Editorial Intern

Downtown Orlando, FL

Jan 2022 - May 2022

Enhanced the magazine's digital presence by crafting compelling content, coordinating social media calendars, and leveraging analytics to optimize strategies for maximum impact.

Nike Well Collective

Full Time Women's PLC Athlete

Tampa, FL

Aug 2022 - Nov 2023

Utilized data-driven sales analytics techniques while leading impact among female customers, consistently exceeding sales targets and optimizing inventory management for improved profitability.