

Britney J. Parks

E: b@britneyjpark.com

C: 909 566 2748

www.britneyjpark.com

Copywriter + Content Strategist

ACADEMIC

City College of San Francisco

Digital Media

2021-2022

Academy of Art University

Advertising

2022-2026

SKILLS

Copywriting

Digital Media

Advertising

Content Creation

Content Strategy

Design

Influencer Marketing

Social Media Management

Email Marketing

Leadership

B2B + B2C

Long + Short Form

EXPERIENCE

Popcorn

**Copywriter, Social Media
+ Content Manager**

Successfully managed a range of duties including email marketing, copywriting, social media content creation + management, lead all influencer marketing and managed partnerships, obtained new partnerships with vendors, managed a system of content creators, and much more.

nWay

**Copywriter, Social Media
Content, Producer**

Produced fresh, exciting and informative content featured in multiple global campaigns. Helped to establish an official brand voice while matching Saban's trademark characteristics through social copy, scripts and nationwide commercials.

Copy Cat

Copywriter, Content Strategist

Connects companies + clients with their unique audience, inspiring communities and increasing engagement across all platforms. Has provided services for a wide range of clients of different industries such as gaming, tech, beauty and fashion industries. Would win "Queen of Headlines" if there were a pageant for copywriting.