

ARIANNA BLAKELY

Copywriter—Boston, MA

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 ariannablakely.journoportfolio.com/

WORK EXPERIENCE

Sallie Mae
July 2022 - Present

Copywriter

- Writes financial services content for social media, blog, email, web, and more with SEO in mind.
- Evolves the voice and tone, enhancing brand guidelines for best practices.
- Conducts monthly brand and content strategy meetings.
- Assesses customer insights and trends to inform writing.
- Edits quickly and accurately to ensure quality control.

Imaginal Marketing
Jan. 2022 - June 2022

Copywriting and Social Media Intern

- Managed seven social media accounts for Aveda salons and schools (post scheduling, content development, engagement, research and analytics, digital advertising, SEO).
- Wrote blogs, web copy, and emails for clients.
- Edited content before publishing through Meta Business Manager and Wordpress.

Sephora USA & Canada
June 2021 - Aug. 2021

Paid Social Intern

- Supported Evergreen Paid Social day-to-day execution.
- Facilitated creative handoff and QA.
- Assisted in the billing and performance pacing process.
- Presented best practices to the corporate marketing team.

EDUCATION

Loyola University
New Orleans
2018 - 2022

Bachelor of Arts in Mass Communication, Journalism

summa cum laude

SKILLS

- Knowledgeable in AP, MLA, Chicago, and APA writing styles
- Organic and paid social media writing
- SEO and AI best practices
- Brand strategy development
- Microsoft Suite, SharePoint, Workday, Wordpress

CERTIFICATIONS

- Hootsuite Platform and Social Media Marketing Certifications, March 2020
- NASBA Center for the Public Trust Ethical Leadership Certification, Nov. 2021
- The R. Tom Bell Award for Outstanding Journalism Student, May 2022

References available upon request.