

ARIANNA BLAKELY

Senior Copywriter—Boston, MA

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WORK EXPERIENCE

Sallie Mae

Jan. 2025 - Present

Senior Copywriter

- Leads copy efforts for web, email, paid media, product, research reports, and social media content.
- Partners with Portfolio Growth Marketing, Product, Sales, and School teams to ensure marketing efforts are consistent and drive revenue.
- Contributes to creative direction for copy and design on social media and webpages.
- Works with copy team to name new products and create companywide messaging for financial and education services.

Sallie Mae

July 2022 - Dec. 2024

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.

EDUCATION

Loyola University

New Orleans

2018 - 2022

Bachelor of Arts in Mass Communication, Journalism

summa cum laude

SKILLS

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

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.