

ARIANNA BLAKELY



(978) 778-8699



ariannab0202@gmail.com



<https://ariannablakely.journoportfolio.com/>

COPYWRITER

EDUCATION

2022

Loyola University New Orleans

B.A. in Mass Communication, Journalism

Summa Cum Laude

SKILLS

- Blog writing and management
 - Knowledgeable in AP, MLA, Chicago, and APA styles
 - Organic and paid social media writing
 - SEO and AI best practices
 - Brand strategy development
 - SharePoint, Workday, Meta Business Manager, Wordpress
-

EXPERIENCE

Copywriter

Sallie Mae, July 2022 - Current

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

Copywriting & Social Media Intern

Imaginal Marketing, January 2022 - June 2022

- 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.
- Edited content before publishing through Meta Business Manager & Wordpress.

Paid Social Intern

Sephora USA & Canada, June 2021 - August 2021

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

Staff Writer & Copy Editor

The Maroon, August 2021 - May 2022

- Wrote weekly news stories.
 - Worked to ensure AP Style and writing mechanics were correct in 10 weekly issues of Loyola University New Orleans' newspaper.
 - Attended weekly press nights to make final edits before issues were printed.
 - Collaborated with writers and section editors to establish accuracy and clarity.
-

CERTIFICATIONS & AWARDS

Hootsuite Platform and
Social Media Marketing Certifications, March 2020

NASBA Center for the Public Trust
Ethical Leadership Certification, November 2021

The R. Tom Bell Award for Outstanding Journalism Student, May 2022

References available
upon request.