

Ashley John

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☎ 424.522.2088

📍 Los Angeles

PROFILE

Experienced content writer seeking an opportunity to leverage my expertise in crafting captivating and persuasive copy. With a remarkable history of consistently delivering exceptional articles, blog posts and social media content, I possess the confidence to make a significant impact on a forward-thinking and ambitious team's success.

EDUCATION

BA Communication and Digital Media, California State University of Northridge

PORTFOLIO

Writing samples
[ashleyjohnportfolio](#)

STRENGTHS

Interpersonal Communication
Exceptional Collaborator
Relationship Builder
Adaptable and Dependable

SKILLS

Microsoft Office	● ● ● ● ●
Google Suite	● ● ● ● ●
Social Media	● ● ● ● ●
WordPress	● ● ● ● ●

LANGUAGES

French
conversational level

PROFESSIONAL EXPERIENCE

Freelance Writer

October 2021 – present

- Proficient content writer, copywriter, editor, proofreader, and marketer with a versatile ability to adapt voice to target audience
- Expertise in enhancing website copy to elevate content and captivate readers, as demonstrated by successful work on pennypowertoughts.com
- Skilled at crafting compelling and informative content to effectively promote companies or brands, exemplified by achievements on investpv.com

PamperME Services LLC, Junior Marketing Manager

February 2021 – September 2021

- Effectively managed a wide range of essential tasks including overseeing social media posts, editing all communications and creating website content; ensuring seamless fulfillment of contractual commitments until the successful launch of this start-up company
- Significantly improved the website by incorporating engaging product descriptions, a comprehensive 'about us' section, staff bios, and consistently publishing two blogs per week
- Meticulously proofread and maintained consistent voice across all internal and external communications, ensuring clarity and professionalism prior to distribution
- Developed and executed engaging content strategies to drive website traffic and enhance awareness of this beauty and lifestyle brand

San Antonio Winery, Marketing Coordinator/PR Assistant

March 2016 – April 2020

- Authored copy for 8 sections of company's websites (sanantoniowinery.com and stellarosawine.com), including SEO-driven blogs, sales copy for DTC model, calls to action and home page verbiage
- Demonstrated exceptional writing skills by crafting PDPs in various voices and tones to suit individual wine brands and their target audiences
- Curated 4-5 social media posts per week for Instagram, Facebook, and Twitter (@sanantoniowinery) and grew following by 64%
- Created and edited press releases sent to national publications, magazine advertorials, print ads in trade magazines, internal newsletters, and more
- Generated innovative ideas, drove progress, and successfully implemented the company's first-ever sweet wine club (sweetwineclub.com)
- Managed Yelp and Google reviews by responding on behalf of the owner, successfully addressing dissatisfied customers and providing weekly recaps to C-suites
- Ensured quality control by authorizing final approvals through proofreading and editing colleagues and directors' written work
- Researched and produced high-quality articles, blog posts, and social media content, consistently meeting tight deadlines
- Collaborated with cross-functional teams to optimize website content