

Alexys John

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Profile

Versatile wordsmith skilled in shaping voice and tone to resonate with any audience — whether through engaging long-form narratives or punchy short-form copy. Experienced in crafting persuasive website content, blog posts, email campaigns, and social media copy. Approaches every project through a creative lens, delivering content that informs, excites, and connects.

Education

BA Communication and Digital Media, 2013 – 2017
California State University of Northridge
Dean's List, PRSSA, Phi Theta Kappa Honor Society and Tau Sigma National Honor Society

Portfolio

Writing Samples

<https://2alexysjohn.journoportofolio.com/> 🔗

Professional Experience

Freelance Writer, Self 2022 – present

- Compose engaging SEO-driven web copy that strengthens brand identity and boosts online visibility, driving increased traffic and conversions
- Produce persuasive social media content that sparks interaction, increases brand awareness and reach
- Develop compelling and information-packed blog posts that enhance brand credibility and trust
- Create user-friendly website content that fosters stronger client relationships and reduces bounce rates
- Taking online courses in SEO writing, content strategy, copy editing and UX writing

Events Coordinator, Premiere Party Rents 02/2024 – 03/2025 | Los Angeles

- Forged lasting client relationships by translating their vision into detailed, memorable event experiences, both in-person and through phone and email communication
- Curated and designed engaging showroom displays, ensuring seamless coordination between event planning and sales efforts

Career Break, Attended to an elder family member 2022 – 2023

Marketing Lead, PamperME Services LLC, contract position 02/2021 – 06/2022 | Remote, Bermuda

- Produced engaging website copy, including blogs, product descriptions, "About Us" section, and staff bios
- Established consistency across all internal and external communications, maintaining cohesiveness in brand voice and messaging tone for this lifestyle and wellness brand
- Collaborated with a third-party marketing firm, designing social media strategies and content plans that elevated this growing start-up

Marketing Specialist, San Antonio Winery 03/2016 – 04/2020 | Los Angeles

- Revamped websites with elevated and colorful content, increasing traffic and sales (stellarosawines.com 🔗, sanantoniowinery.com 🔗, sansimeonwines.com) 🔗
- Co-authored and exhibited high editorial standards for press releases, magazine advertorials and speeches as the Assistant to the PR Director, playing a key role in refining the company's public image
- Tailored brand voice for a diverse wine portfolio through persuasive product descriptions pages and website content for each target audience, increasing brand awareness
- Crafted quality articles, social media captions and blog posts with CTAs within campaign calendar deadlines, demonstrating strong time management skills
- Improved customer retention across three locations by managing online customer reviews and compiling detailed monthly recaps for senior management
- Spearheaded social media campaigns and innovative ideas that grew the company's following by 64% (@sanantoniowinery.com 🔗)

Skills

Hard Skills — Microsoft Office, Google Suite, PowerPoint, Asana, Canva, MailChimp, Hootsuite, ClickUp, Meltwater, WordPress

Soft Skills — Strong Interpersonal Communication, Critical Thinker, Creative, Personable, Emotional Intelligence, Adaptable