

# JOANNA C. GIANNELL

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Experience in curating and executing descriptive, creative, and effective copy for various marketing vehicles including:  
e-commerce • blogs • brochures • email campaigns • presentations • packaging • marketing campaigns • ad hoc requests

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## EXPERIENCE

### SENIOR PRODUCT COPYWRITER

#### ARHAUS, Boston Heights, Ohio

May 2022 – Present

- Elevate the Arhaus brand with clear, engaging copy that informs and inspires our customers.
- Master and uphold the Arhaus brand voice on Arhaus.com and other general marketing projects.
- Collaborate with art directors and the e-commerce team to brainstorm and develop campaign creative output.
- Lead the creation of future product copy by working closely with members of the Product Development Teams.
- Assist in revitalizing the voice of existing online product copy, including auditing, and editing copy across a variety of categories.
- Assist with proofreading catalogs throughout the year.
- Manage multiple projects and deliverables simultaneously, while maintaining accountability for overall quality of creative work.
- Present my work and participate in reviews with a range of stakeholders across the organization.

### DIGITAL COPYWRITER

#### GOJA, LLC, Miami, Florida (Remote)

November 2021 – May 2022

- Create action-driving product copy and persuasive content that resonates with each of GOJA's 29 brands and their target audiences.
- Create brand voices and tones for each of GOJA's brands.
- Optimize listing content on Amazon.com by combining keyword strategy, product features, and benefits into copy to increase search rankings and conversions.
- Assist in developing website and social media content as needed.
- Stay up to date with e-commerce trends to execute sharp copy for multiple product categories and products.
- Create and proofread all departmental copy.
- Collaborate with other members of GOJA's creative team to deliver great work that meets project requirements and timelines.

### AMAZON CONTENT STRATEGIST II

#### Marketplace Strategy/Code3, Cleveland, Ohio

August 2019 – November 2021

- Create product titles, bullet points, and descriptions for top brands on Amazon and other online retailers.
- Create a complete analysis on products and competitors for content audits and product insights.
- Optimize content for search engines by researching, writing, revising, and proofreading copy.
- Combine keyword strategy, product features, and benefits into copy that will help a product to rank higher and convert more often on Amazon.com.
- Collaborate with the Amazon strategists and design team to optimize our client's products to increase visibility, profitability, and to maintain consistency amongst product display pages.
- Run A/B testing on eligible listings and make strategic decisions on how to effectively optimize listings according to the data collected.
- Spearhead collaboration with our advertising team to write optimized ad campaign headlines.

## **SENIOR CUSTOMER CONTENT SPECIALIST**

**PR Newswire/Cision, Cleveland, Ohio**

November 2013 – August 2019

- Format and edit press releases to be distributed via wire service and online news outlets.
- Co-led an intensive SEO Certification course to help colleagues learn the best practices and functionality of SEO to counsel clients on press release formatting and SEO.
- Act as a liaison with Cision's Product Management Team to improve a Cision Roundup product. Lead a Cision Round-up team by creating quarterly schedules and updating information on SharePoint.
- Actively engage with Cision's audience and expand our network of followers through curating the Twitter handle @PRNpets.
- Compose and distribute posts on Beyond Byline's Media Insider weekly blog.
- Experience in creating artwork in Canva.
- Basic knowledge of HTML/CSS from completing an HTML certification class provided by PR Newswire.
- Foster a positive and interactive learning/work environment by co-leading tables training for new employees.
- Create fun and collaborative sales contests to assist my team in meeting our monthly sales goals.
- Engage as a member or participant in various employee committees and events that help contribute to the workflow and company culture.

## **COMMUNICATIONS DIRECTOR**

**Toledo Area Ministries, Toledo, Ohio**

August 2010 – November 2013

- Work with the Ministries' ten core programs and their appropriate Directors for their specific messaging, promotion, and partnership needs.
- Launched and maintained Toledo Area Ministries' social networking page.
- Redesigned and maintained the company's website.
- Created all informative literature in electronic and print media; experience and knowledge writing with Associated Press (AP) style.
- Created all fundraising and informational mailings which included writing our annual year-end letter.
- Wrote and released all press information and organized press events.
- Compiled, created, and printed the company's annual report.
- Oversaw the organization's weekly E-newsletter which included writing, updating, and evaluating its effectiveness.
- Assisted in the planning and execution of fundraising and other events.
- Served as a staff representative for the Board of Trustees.
- Developed new orientation guidelines and help manage orientation procedures.
- Centralized and updated all human resource functions.

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## **EDUCATION**

### **BACHELOR OF ARTS, COMMUNICATIONS**

*Focus in Promotions and Advertising*

Bowling Green State University, Bowling Green, OH

May 2010

Recipient of the Communication Faculty Aware for the School of Media and Communication in 2010.

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## **SOFTWARE PROFICIENCY**

- Project Management Platforms: Asana, Monday, and Smartsheet
- Communication Platforms: Microsoft Teams, Slack, Google Suite, Salesforce, HubSpot, SharePoint, Mindbody, Hootsuite
- Copy and Creative Creation: Microsoft Word, Excel, WordPress, Canva, Adobe, PowerPoint
- Keyword Research Platforms: Jungle Scout, Helium10, MerchantWords