

JOANNA C. GIANNELL

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<https://joannagiannel.journoportfolio.com>

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

EXPERIENCE

SENIOR PRODUCT COPYWRITER

ARHAUS, Boston Heights, Ohio

May 2022 – Present

- Lead the creation and implementation of clear, engaging product copy that emphasizes Arhaus' luxury craftsmanship and quality, ensuring product messaging is clear, compelling, and resonates with both customers and the sales team.
- Manage a team of freelancers and ensure they are held accountable for deadlines and deliverables.
- Develop efficient workflows and processes that foster collaboration and streamline execution.
- Work closely with the E-commerce and creative teams to ensure that products are launched on Arhaus.com on-time and that product content on Product Detail Pages (PDP) and Product Listing Pages (PLP) is optimized for conversion.
- Lead the creation of future product copy by working closely with members of the Product Development and Merchandising teams.
- Assist in crafting compelling, accurate, and engaging copy for email campaigns, packaging, store product tags, and internal corporate communications.
- Create and support comprehensive product materials for the sales team, ensuring they have all the necessary information to effectively sell Arhaus products.
- Work closely with the CMO, marketing directors, and store brand managers as the product copy lead to help strategize future opportunities for refining our product information process and technology.
- Assist in revitalizing the voice of existing online product copy, including auditing and editing copy across a variety of categories.
- Manage multiple projects and deliverables simultaneously, while maintaining accountability for overall quality of creative work.
- Assist with proofreading catalogs and other printed product guides throughout the year.
- Present my work and participate in reviews with a range of stakeholders across the organization.
- Stay up to date on industry trends and competitor activities. Use this information to adapt Arhaus' product positioning and ensure that our product offerings remain best-in-class in terms of both luxury and value.

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, listing images, and storefronts 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.

EDUCATION

BACHELOR OF ARTS, COMMUNICATIONS

Focus in Promotions and Advertising

Bowling Green State University, Bowling Green, OH

May 2010

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

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