

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

EXPERIENCE

PRODUCT COPY MANAGER

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 and mentor a team of copywriters and freelancers, providing direction, feedback, and quality control while ensuring deadlines and deliverables are met.
- Oversee SEO- and GEO-informed copy strategy across product listings, ensuring content is optimized for search intent, localized relevance, and consistent brand voice.
- Write and proofread catalogs and other printed product guides throughout the year.
- Apply UX writing principles to craft clear, user-centered content that enhances usability and improves the overall digital experience.
- Rewrite PDP and landing page microcopy to be more intuitive and informative, resulting in an increase in completed purchases.
- 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, creative directors, and store brand managers 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.
- 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

- Created action-driving product copy and persuasive content that resonated with each of GOJA's 29 brands and their target audiences.
- Created brand voices and tones for each of GOJA's brands.
- Optimized 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.
- Assisted in developing website and social media content as needed.
- Stayed current with e-commerce trends to execute sharp copy for multiple product categories and products.
- Created and proofread all departmental copy.
- Collaborated with other members of GOJA's creative team to meet project requirements and timelines.

AMAZON CONTENT STRATEGIST II

Marketplace Strategy/Code3, Cleveland, Ohio

August 2019 – November 2021

- Crafted product titles, bullet points, and descriptions for top brands on Amazon and other online retailers.
- Analyzed brand catalogs, product assortments, and competitor offerings to support content audits and generate product insights.

- Optimized Amazon product listings through keyword research, copywriting, editing, and proofreading to improve search visibility and conversion rates.
- Integrated keyword strategy with product features and benefits to create compelling, SEO-driven product content.
- Partnered with Amazon strategists, design teams, and advertising specialists to enhance product pages, maintain brand consistency, and improve listing performance.
- Conducted A/B testing on eligible listings to evaluate performance and implement data-driven optimization strategies.

SENIOR CUSTOMER CONTENT SPECIALIST

PR Newswire/Cision, Cleveland, Ohio

November 2013 – August 2019

- Formatted and edited press releases to be distributed via the wire service and online news outlets.
- Co-led an intensive SEO certification course, training colleagues on SEO best practices and press release optimization to improve client advising.
- Served as liaison to Cision's Product Management team to enhance the Cision Roundup product while coordinating quarterly planning and maintaining team resources on SharePoint.
- Actively engaged with Cision's audience and expand our network of followers through curating the Twitter handle @PRNpets.
- Wrote and published posts on Beyond Byline's Media Insider weekly blog.
- Completed an HTML/CSS certification class provided by PR Newswire.
- Facilitated tables training for new employees, helping create an engaging and supportive learning environment.
- Created fun and collaborative sales contests that assisted my team in meeting our monthly sales goals.
- Engaged as a participant in various employee committees and events that contributed to the company culture.

COMMUNICATIONS DIRECTOR

Toledo Area Ministries, Toledo, Ohio

August 2010 – November 2013

- Worked 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 Aware 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