

Jaime Sarchet

COMMUNICATIONS AND MARKETING

CONTACT

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PROFESSIONAL PROFILE

My career began in editorial journalism, working for a fashion and culture publication called 303 Magazine in Denver, CO. I was the senior writer/editor for a virtual administrative solutions company; responsible for content creation for a large database of clients in various industries including business coaching, hospitality, entertainment, law, healthcare, real estate and more. After that, my focus was crafting content for children, parenting, and family services and products. In addition to writing and editing, I have experience in graphic design and page layout.

SKILLS

Project and Team Management

Social Media Marketing and Branding

Content Creation and Editing for Print and Web

Editorial and Creative Writing

Editing and Proofreading

Microsoft Word

Excel

PowerPoint

Works

Graphic Design- Adobe Photoshop

InDesign

Dreamweaver

EDUCATION

Metropolitan State University of Denver, BS
Technical Communications and Journalism

Front Range Community College, AA
Digital Media

Completed two years of Early Childhood Education
Certified in AED, CPR and First Aid since 2004

EXPERIENCE

CONTENT WRITER & EDITOR

Fishbowl App, Alanta, GA. Dec. 2022-Curr

- Shape digital experiences from a content perspective, including creating site posts, app copy, and marketing ads that resonate with target audience and create a more dynamic platform community
- Work collaboratively with team to understand user needs and support the overall member journey.
- Develop strategic content recommendations tailored to communication channels and touchpoints.

SENIOR CONTENT DEVELOPER

Teddylabls, Atlanta, GA. Oct. 2022-Curr

- Craft product and sales copy for North American website, sales listings, google advertisements, and Amazon store listings.
- Translate Norwegian content and brand voice to develop a brand voice that speaks to North American and UK customers.
- Write new website blogs to market products, and proofread, edit and rewrite outdated website content and blogs to improve SEO requirements and drive traffic.

CREATIVE COPYWRITER AND EDITOR

Private Contractor, Los Angeles, CA. Feb. 2017-Curr

- Compose creative/ research articles and produce copy for websites, newsletters, product/service descriptions, brochures, social media posts, and more
- Help clients to develop or maintain brand voice, improve SEO, and proofread client projects to ensure content accuracy and consistency
- Additional duties include social media coordinating, planning and updating, proofreading, and creating customer correspondences
- Ongoing contracts with Teddylabls, Cupkin, Bioworld Merchandise, CoachDiversity Institute, Inquired Marketing, Starmen Design Group, Unique Vintage.

SENIOR STAFF WRITER & EDITOR

VaVa Virtual Assistants, Los Angeles, CA. Sept. 2018-Oct. 2021

- Write research/editorial articles, ghostwrite blogs, and create various digital content for client websites and social platforms
- Create copy for B2C and B2B marketing materials such as drip campaigns, advertisements, product/service descriptions, case studies, and more, while maintaining client brand voice and SEO requirements
- Work on multiple client accounts simultaneously and help digital marketers plan campaigns, create inspiring content, and organize/delegate tasks
- Proofread and revise documents and content for colleagues and clients.

PUBLIC RELATIONS COORDINATOR Film & Entertainment Dept.

PMK•BNC, West Hollywood, CA. Oct. 2016-Feb. 2017

- Hired as a contractor to develop publicity campaigns for SAG, Oscar, and Golden Globe award contenders for 2017 season
- Hosted press conferences and events such as film screenings
- Wrote press releases and reports on media coverage, screening attendance and consumer attitudes
- Coordinated promo interviews with clients and provided media contacts/press with photos and info on clients.