

# SHABA MOHSENI

Passionate about creating content, building customer relationships, and inspiring action

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## EXPERIENCE

### Freelance Copywriter, Editor, Consultant

06/2020 - Present San Diego, CA and remote

- Help brands thrive through omnichannel content creation, copywriting, editing, and proofreading services.
- Research, interview, and fact-check.
- Develop branding, community, and customer relationship management strategies.

### UX and CRM Copywriter

#### Exos

08/2022 - 04/2023 San Diego, CA (remote)

www.teamexos.com

#### Corporate Wellness and Fitness Services

- Craft compelling, UX-focused copy that supports customer relationship management goals and ensures the success of the Exos fitness and wellness apps: Fit and Perform.
- Copy edit and proofread.
- Write scripts and website content.
- Research and present data on market trends and peer-reviewed literature.
- Perform tone of voice audits.
- Highlight Projects: The Gamechanger Live Website; NSDR and Yoga Nidra Workshop scripts; 4-week training program launch.

### Copywriter and Content Creator

#### hl Studios GmbH (contract)

10/2021 - 12/2021 Erlangen, Germany

https://www.hl-studios.de/en/

#### B2B Marketing and Consulting

- Conceptualize, present and manage communication ideas, strategies, storylines, and campaigns for B2B and B2C customers.
- Copywrite and copy-edit for all customer channels and platforms, including social channels.
- Proofread and edit English content. Translate existing German content.
- Conduct research, interviews, and focus groups.
- Highlight project: Developed and delivered an omnichannel communication plan for Siemens Digital Industries.

### USA Communications Leader

#### Specialized Bicycle Components

08/2019 - 05/2020 Morgan Hill, California

https://www.specialized.com

#### Head of Communications, PR, and Storytelling for US Market

- Increased brand authenticity and engagement through development of content creation and copywriting framework for B2B and B2C audiences.
- Designed and implemented re-vamp of the US Market's B2B email marketing program.
- Co-launched first consumer-facing email program, leading to first funnel of demo participants to point-of-sale at local retailers.
- Introduced new content generation technology, Cinebody, and directed development of first ambassador marketing videos.
- Co-Developed corporate relations content for the company's non-profit organization, Outride and for diversity and inclusion campaigns.

### Senior Manager, Corporate Communication

#### adidas Group

01/2017 - 06/2019 Herzogenaurach, Germany

www.gameplan-A.com

#### Leadership Communications Consultant and Content Creator

- Wrote and produced external and internal stories to inform, inspire, promote, and engage.
- Created concepts for and managed video productions.
- Contributed stories regularly to adidas blog, GamePlan-A.com
- Developed first external branding stories about adidas MakerLab Network.
- Successfully introduced new SVP of Digital, launching new communications vehicles including #DXSessions TechTalk Series.
- Designed and executed global campaigns for Digital, IT and GOPS.

## STRENGTHS



### Story-telling, Branding, and Community Building

Over a decade of experience crafting and editing long and short form content that brings a brand to life and compels any audience (B2E, B2B, B2C). From technical to creative, promotional to informative, on or offline, every piece is written with care and passion.

## MY PORTFOLIO

### Stories, Editorial, App and Video Content:

https://nimblecreative.journoportfolio.com/

Click the link above to view samples of my work.

## PLATFORMS EXPERTISE

Office 365

Microsoft Sharepoint

Sprinklr

Google Suite

Basecamp

Slack

Trello

ToDoist

MindMeister

Figma

Airtable

Canva

Smartsheet

MilaNote

Confluence

Facebook

LinkedIn

Instagram

Youtube

StoryBlok

CMS

Constant Contact

MailChimp

Adobe Photoshop

Adobe Premiere

Cinebody

Joomla

Yammer

Quik

AP Stylebook

Chicago Manual of Style

## WHAT I'M PROUD OF



### Content Creator of the Month Award

adidas Corporate Communications: Department award for top performing articles.



### Co-Founder of Women's Cycling Collective

Co-developed and led a community of female cyclists of all ability levels in Germany: https://www.strava.com/clubs/462288

## PASSIONS



### Cycling, Fitness, Travel, Music, Philosophy.

## LANGUAGES

German

Advanced



## EXPERIENCE

### Manager, Corporate Communication

#### adidas Group

📅 04/2015 - 12/2016 📍 Herzogenaurach, Germany

🔗 [www.gameplan-A.com](http://www.gameplan-A.com)

Communication Advisor To Board and C-Suite, Speech Writer, Global Operations Topic Specialist.

- Positioned Global Operations leadership through creation and management of Town Hall events.
- Developed content for and directed production of leadership video updates featuring Board Members and senior leaders.
- Built first ever all-employee change management and communications plans for SPEED strategy together with VP Strategy.
- Produced first-ever Global Operations orientation video to raise employee awareness about strategic pillars.

### Social Media and CRM Manager, Team Lead

#### adidas miCoach - defacto x GmbH

📅 11/2011 - 03/2015 📍 Herzogenaurach, Germany

🔗 <https://www.defacto.de/>

B2B Marketing and Consulting

- **Social Media Manager and Team Lead, Sept 2014 – Mar 2015:** Managed 3-person team and developed direction for social media marketing. Created engagement framework to increase app/device usage and user-generated content. Co-developed and managed launch of new mobile-friendly blog. Doubled social media fan base and increased the amount of followers by 50% on social media sites in a year.
- **Social Programs Manager: May 2013 – Aug 2014:** Grew and maintained a sustainable online community through the development of help forum. Co-developed copy and content for first Ambassador Program via CRM database profiling. Co-created style and tonality guides.
- **Social Community and CRM Manager:** Jan 2012 – Apr 2013: Provided one-to-one customer service support to miCoach users within social spaces, mitigating need for email/telephone support.

### Events Manager, Rock-n-Roll Marathon Series

#### Competitor Group, Inc.

📅 02/2010 - 09/2010 📍 San Diego, California

🔗 <http://www.runrocknroll.com/>

Managed all project aspects for Chicago and Arizona running events:

- Day to day event planning.
- Staff and vendor/agency lead.
- Day-of management and execution.
- Customer targeting for premium product add-ons.

### Founder, Marketing Director

#### Nimble Creative Events, LLC

📅 01/2005 - 01/2010 📍 San Luis Obispo, California

🔗 <https://all-outevents.com/>

Co-conceived, developed, and produced mass participation events including the Central Coast Cycling Classic, Central Coast Adventure Challenge, and the San Luis Mountain 10K Run. Sold to business partner in 2010 (All Out Events).

- Successfully reinstated a historic cycling competition in the heart of downtown San Luis Obispo and tripled participation over 3 years.
- Developed events concepts and executed omni-channel marketing strategies.
- Drove sponsorship, community integration, and agency management.

## LANGUAGES

Spanish

Intermediate



## EDUCATION

BS, Business Administration

California Polytechnic State University

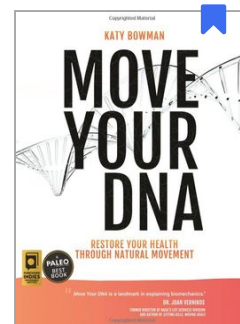
📅 09/1996 - 06/2001 📍 San Luis Obispo, California

## MY LIFE PHILOSOPHY

"Whether you think you can or you can't, you're right."

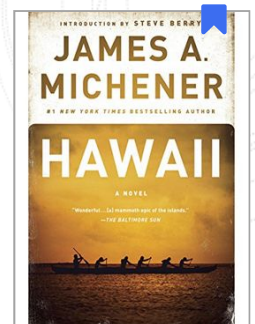
- Ford

## BOOKS



Move Your DNA

[Katy Bowman](#)



Hawaii

[James Michener](#)

## LIFELONG LEARNING

### Graphic Design Masterclass

Skillshare: Foundations of typography, color theory, layout and composition, how to use photos in design, photo manipulations, magazine layout design, branding and logo design. Dives into Adobe Photoshop, Illustrator, and InDesign and do projects with real world applications.

### Fine Art Illustration

Peter Gray's "How to Draw Everything": Beginning to intermediate projects for the young artist.