

# SHABA MOHSENI

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**OBJECTIVE:** My professional goal is to enrich people's experiences and drive meaningful action through authentic and compelling communication, customer service, and project management strategies.

## PROFESSIONAL EXPERIENCE

### Freelance Copywriter, Editor, Consultant

06/2020 to Present

San Diego, CA and remote

- Help brands thrive through creation of omnichannel communication and content strategies.
- Provide ad-hoc copywriting, editing, and proofreading services.
- Develop and execute branding, community, and customer relationship management strategies.
- Provide excellent customer service and keen attention to detail in overall account management.

#### Highlight Project: Customer Service and Fulfillment Associate

Company: U-Bild LLC, Vista, CA

- Create invoices, sales orders, and POs.
- Communicate with clients and vendors daily.
- Handle shipping logistics and fulfillment, tracking, labels and packaging of products.
- Manage orders and communication in Shopify and Amazon.
- Receive and organize emails and maintain office inventory and supplies.

#### Highlight Project: Siemens Digital Industries - Omnichannel Communication Plan

Company: hl Studios GmbH, Erlangen, Germany

- Contract work conceptualizing, presenting and managing communication ideas, strategies, storylines, and B2B and B2C campaigns. Conduct research, interviews, and focus groups.
- Copy-write and copy-edit for all customer channels and platforms, including social channels.
- Proofread and edit English content. Translate existing German content.

### Customer Service, Vitamins and Body Care

Company: Sprouts Farmers Market

12/2024 to 05/2025, Part time

Encinitas, CA

- Provide exceptional customer service as I consult customers on health, wellness and nutrition topics. Assist them in finding products and give recommendations tailored to their needs.
- Offer information on benefits, usage, and ingredients of vitamins, supplements, and general health care products.
- Monitor inventory levels, assist with replenishment orders, and maintain accurate product counts.

### UX and CRM Copywriter

Company: Exos

08/2022 to 04/2023

San Diego, CA (remote)

- Craft and upload 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. Perform tone of voice audits.
- Write scripts and website content.
- Research and present data on market trends and peer-reviewed literature.

## USA Communications Lead

Company: Specialized Bicycle Components

08/2019 to 05/2020

Morgan Hill, California

- 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 revamp 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.

## Manager and Project Lead, Corporate Communication

Company: adidas Group

04/2015 to 06/2019

Herzogenaurach, Germany

### Senior Manager, Corporate Communication: 01/2017 to 06/2019

- Leadership Communications Consultant and Content Creator for Digital, IT and GOPS.
- 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.
- Introduced new Digital SVP through custom vehicles like the #DXSessions TechTalk Series.

### Manager, Corporate Communication: 04/2015 to 12/2016

- Advisor To Board and CSuite, Speech Writer, Global Ops Topic Specialist.
- Positioned Global Operations leadership through creation and management of Town Hall events.
- Developed content for and directed production of leadership video updates.
- Built first ever all-employee change management and communications plans for SPEED strategy together with VP Strategy. Produced first-ever Global Operations orientation video

## EDUCATION

### Shillington Design School

12/2025 - to 11/2026

Awarded 50% Scholarship for and enrolled in Graphic and Multimedia Design School. Immersive real-world studio experience with the final module focusing on the development of a complete industry portfolio.

### California Polytechnic State University

09/1996 to 06/2001

San Luis Obispo, California

BS, Business Administration

Focus: Event Management and Promotion

## PLATFORMS & TECH EXPERTISE

Office 365, Microsoft Sharepoint, Google Suite, Basecamp, Yammer, Slack, Trello, ToDoist, MindMeister, Figma, Airtable, Canva, Smartsheet, MilaNote, Confluence, StoryBlok, Constant Contact, MailChimp, Adobe Photoshop, Adobe Premiere, Cinebody, Joomla, Quik, AP Stylebook, Chicago Manual of Style, Sprinkl, Sprout Social, Shopify, Workday, Logile Connect, QuickBooks, Zendesk.