

Nissa D. Hallquist

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[Greenfield, MA](#) | [LinkedIn Profile](#) | [Portfolio](#)

Non-Profit Program Coordinator | Digital Copywriter

Experienced non-profit program coordinator dedicated to serving the local community through the thoughtful distribution of funds and other resources. Known for strong organizational skills and having a consistently cheerful and positive attitude. Also, a strategic and versatile copywriter with 10+ years of experience writing and editing marketing copy.

Professional Experience

United Way of the Franklin & Hampshire Region (UWFH) – Greenfield, MA

Program & Marketing Coordinator | Sept. 2025-Present

Coordinates the distribution of resources to partner agencies and community members. Manages a formal marketing program. Develops content, coordinates social media and email marketing, and keeps the UWFH website up to date. Represents UWFH at community and UWFH functions.

- **Program** – Maintains the onsite **UWFH Diaper Bank**, manages requests from partner agencies and arranges distribution monthly. Coordinates annual diaper drive. Developed automated processes to streamline ordering and distribution. For the **Digital Equity** and **MassHealth** initiatives, provides admin and marketing support. (*Discontinued programs: For an early literacy program, coordinated volunteers and participating schools/teachers and prepped books for distribution. Organized, and provided admin and marketing support for annual food and school supplies drives.*)
- **Community Investment** – Supports the Community Investment grant application, review and award process.
- **Marketing** – Creates social media posts, emails, press releases, and website content consistent with United Way brand standards. Coordinates advertising for print, TV, radio, and digital publications. Developed a formal calendar to plan and schedule marketing efforts and content.

Cvent — Tysons Corner, VA

Digital Copywriter & Copyeditor | Aug. 2024–Dec. 2025

Created blog posts and eBooks for hospitality and event planning audiences. Collaborated with SEO and marketing teams to maintain content alignment, voice, and strategic objectives.

- Produced long-form content that boosted user engagement across marketing channels.
- Leveraged AI tools like ChatGPT to enhance content workflows and ideation speed.
- Tailored tone and depth to suit both B2B and B2C readerships.

BrandJump — Woodland Hills, CA

Contract Copywriter | Nov. 2020–Jan. 2024

Created high-converting product descriptions and brand narratives for home décor, furniture, and lighting brands. Ensured content consistency across multiple.

- Researched and authored SEO-driven articles to increase ecommerce visibility.
- Enhanced brand perception through compelling storytelling on ecommerce platforms.
- Adapted voice and format to suit diverse brand standards.

FGX International (Foster Grant) — Smithfield, RI

Digital Copywriter | Sept. 2021–July 2022

Crafted content for FGX and third-party retail sites, maintaining brand integrity across platforms like Amazon and Walmart. Produced infomercial scripts and campaign copy for multiple channels.

- Led creation of marketing content including email, SMS, paid social, and print ads.
- Balanced messaging across luxury and budget eyewear brands.
- Maintained style fidelity while scaling volume across ecommerce SKUs.20142014-

Confi-Chek (PeopleFinders) — Sacramento, CA

Digital Copywriter | July 2018–Aug. 2021

Updated content and metadata across 14 consumer and business websites, in collaboration with designers and developers. Produced SEO-driven articles and internal communications.

- Drove improvements in page performance and readability using Google Analytics and SEO tools.
- Created link-building assets that contributed to domain authority growth.
- Developed monthly digital employee newsletters and blog content.

YDesign Group (Lumens) — Sacramento, CA

Content Marketing Manager | Mar. 2017–July 2018

Managed content strategy for multiple home design brands, overseeing freelance and in-house writers. Partnered with marketing teams on brand positioning and campaign initiatives.

- Managed production for blogs and websites with a focus on consistency and SEO.
- Used analytics to refine content performance against KPIs.
- Collaborated on social and catalog campaigns, aligning visual and editorial strategy.

Senior Publisher & Web Image Editor | Nov. 2014–Mar. 2017

Managed publishing and asset presentation for lighting, décor and furniture categories for ecommerce websites. Set standards for visuals and formatting.

Volunteer Work

Pet Cancer Foundation — Vancouver, B.C., Canada

Volunteer Copywriter | Feb. 2024–May 2025

Authored monthly blog posts for the PCF website, drawing on internal research materials and independent sourcing to craft informative, compassionate content.

Education

B.A. in English (Advanced Composition), Cum Laude
California State University Sacramento

Technical Proficiencies

- Project Management: ClickUp, Asana, Smartsheets, JIRA, Trello, Basecamp
- Digital Asset Management: Curalate, Cloudinary
- Design Tools: Adobe, Canva
- Email & Social Media Marketing: Constant Contact, HubSpot, SurveyMonkey
- Productivity Tools: MS Office Suite, Google Workspace, ChatGPT, Claude