

# Jennafyr Giuffrida



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## Career Focus

Driven and creative writer/editor with a passion for researching and crafting innovative content in a broad range of subjects. Experienced in social media management, email marketing, content creation and strategies. Knowledgeable of the AP style with an exacting eye for detail and brand consistency.

## Portfolio

<https://jennafyrgiuffrida1.journoportfolio.com/>

## Summary of Skills

- Exceptional writing skills, AP style experience, print and electronic media, SEO knowledge, social media marketing
- Microsoft Office Suite, WordPress, Basecamp, Google Docs, JIRA, Twiki, Sugar, basic Mathematica, Squarespace, Twitter (Tweetdeck), Tumblr

## Accomplishments

- Implemented new company brand strategy in close collaboration with the PR and design departments
- Took over management of company Tumblr account and increased follower count by 2000 in one year
- Planned and executed new My Little Pony branded email stream in collaboration with management and Design. OR and CTOR consistently climbed over 9 months of the project with both SL and content A/B testing
- Wrote and implemented live-tweets for \$15,000 PR contract with CBS Scorpion

## Experience

E-commerce Copywriter, Hasbro Inc.

March 2016 to November 2016

- Branded email streams: Sole copywriter to work on launch and strategies for My Little Pony stream of weekly emails consisting of hero message, shop CTAs, subject and previews lines, and inbound marketing to educate and enrich the MLP brand experience for consumers. Partnered with two designers and management to plan, schedule, and create consistently improving content and effective SLs with AB testing. Launched and created beginning of a bi-monthly Transformers newsletter.
- E-commerce: Wrote consumer facing banner ads featured on Hasbrotoyshop.com for major global brands such as Nerf, Bop It, Transformers, Disney and other Hasbro brands. Wrote e-commerce emails to promote flagging products and new initiatives sent to Hasbro's entire contact database.
- Website copy: Updated copy for new landing pages for Nerf, My Little Pony, and Equestria Girls. Wrote homepage copy, FAQs, product pages, and purchase pages for new Hasbro initiatives to be launched in 2017. Wrote and revised descriptive copy for licensed products on Hasbrotoyshop.com.

Content Administrator, Wolfram Research

April 2014 to March 2016

- Events responsibilities: Email marketing—write consumer facing, corporate copy (subject, body, CTA), both alias and personal; write brand messaging featured on company landing pages and curate website content; write video reel outlines.



- Blog responsibilities: Staff writer, assistant editor, comment moderator participate in and contribute to planning and content meetings
- Author program responsibilities: Point of contact for authors and publishers; process product licensing requests; write/curate related marketing content; maintain archival information for templates and pertinent contacts, work alongside Legal on copyright guidelines
- PR responsibilities: Social media content creation and strategy; write banner ads for wolframalpha.com, write/edit company, product and tutorial descriptions

Freelance Contributor, Bride and Groom Magazine July 2013 to June 2014

- Pitch article ideas; research, write and craft articles; interview vendors/venues

Personal Stylist, Nordstrom June 2013 to April 2014

- Outreach to clientele for appointments and events; update store social media with deals and styles; work in, sell, and lead in every department; maintain education of designer brands and trends

Dress Specialist, David's Bridal April 2011 to June 2013

- Assemble and sell bridal and special occasion ensembles; schedule photography appointments; inventory and display maintenance

Public Service Assistant, Wheaton College Wallace Library Sept. 2009 to August 2012

- Provide customer service; maintain equipment and in-house technology; assist students/faculty with research projects/presentations; process/shelve journals and newspapers; maintain library data and statistics

## Education

Wheaton College, MA Class of 2013

Bachelor of Arts: Creative Writing and Literature

## Volunteer Work

An Unlikely Story (bookstore) Sept. 2015 to Present

Assist with management of large events, assist with social media strategy and content creation

America's Best Defense (martial arts academy) August 2014 to Present

Edit marketing materials and newsletters for brand voice and AP consistency

The Sun Chronicle Sept. 2006 to May 2009

Pitched, crafted and wrote biweekly articles for The Page