

# JASMINE DANIEL

Duluth, GA 30096

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## EXPERIENCE

### EDITORIAL COORDINATOR

October 2024 – Present

CBT News - Norcross, GA

- Strategize, produce, and publish SEO-optimized editorial and video content across digital platforms, driving organic traffic and strengthening brand authority
- Manage the editorial calendar to prioritize time-sensitive news, interviews, and strategic initiatives, ensuring consistent, on-time content delivery
- Ensure video copy accuracy and brand alignment by reviewing and delivering revisions to appropriate teams before publication
- Strengthen interdepartmental communication and collaboration between editorial and production teams, improving morale and reducing content errors
- Oversee 20+ independent freelancers, contributors, and publishing partners, managing deadlines, maintaining editorial standards, and nurturing long-term relationships

### CONTENT STRATEGIST & COPYWRITER

May 2016 – Present

Jasmine Daniel Writes (Freelance) - Duluth, GA

- Write and edit engaging multi-channel content for over 70 clients while maintaining brand voice, tone, and style
- Utilize keyword research and SEO best practices to develop content strategies that increase brand visibility, improve SERP ranking, and boost brand awareness
- Audit existing content and develop a targeted approach that drives measurable engagement and performance
- Utilize effective client onboarding, project management, and customer retention strategies to drive a repeat patron rate of over 80% for a roster of over 70 clients
- Consult on brand storytelling to align messaging across platforms and maximize audience resonance and clarity

### ASSISTANT STORE MANAGER

August 2014 – Present

Bath & Body Works - Cumming, GA

- Led internal communications by crafting and distributing key organizational updates, policy changes, and training materials via Zipline, enhancing team clarity and readiness
- Directed the hiring lifecycle from recruitment to onboarding, setting clear expectations and developing custom training resources that accelerated new-hire ramp-up and were adopted district-wide
- Leveraged business metrics and performance trends to develop data-informed strategies, communicating insights to leadership and driving measurable results
- Directed all-store and leadership meetings on topics such as change management, policy updates, and product launches to support employee engagement and operational excellence
- Cultivated a collaborative, inclusive work environment by mediating internal conflicts, promoting open communication, and implementing morale-boosting activities and recognition programs

### COPYWRITER

February 2022 – September 2023

Nature Mary - Calgary, AB (Remote)

- Spearheaded content for a brand-wide revoice initiative, simplifying technical language to improve accessibility and resonate with target demographics
- Collaborated with design and marketing teams to create packaging and in-store content aligned with evolving brand identity
- Developed monthly SEO-optimized blog content and long-form articles to drive site traffic and improve Google ranking

- Increased Instagram followers by 10%, engagement by 60%, and impressions by 40% during the first 90 days through the implementation of a social media content calendar, lead generation, and product campaigns
- Conducted competitor research and audience analysis to inform content strategy

## **WRITER**

**June 2020 – August 2020**

The Borgen Project Internship – Tacoma, WA (Remote)

- Pitched and developed weekly SEO-friendly articles for BORGEN Magazine and the organization's blog, supporting poverty awareness initiatives
- Conducted in-depth research to produce compelling, fact-based content aligned with the organization's mission and editorial guidelines
- Integrated keyword and SEO strategies that helped 90% of published articles rank in the top five of search engine results pages
- Ensured consistency with AP Style and internal standards through meticulous editing and proofreading
- Executed a fundraising campaign across social media platforms by leveraging storytelling, community outreach, and hosting fundraising events to drive awareness, increase donations, and support the organization's advocacy initiatives

## **SKILLS**

### **Technical Skills:**

SEO Copywriting, Search Engine Optimization (SEO), CMS (Content Management Systems), WordPress, Yoast SEO, Keyword Research, Digital Marketing, Content Creation, Content Performance Analysis, Proofreading, Editing, AP Style, Content Governance

### **Strategic Skills:**

Content Strategy, Editorial Calendar Management, Brand Voice & Messaging, Internal Communications, Employee Engagement, Training & Onboarding, Competitive Analysis

### **Interpersonal & Management Skills:**

Cross-functional Collaboration, Relationship Management, Strategic Communication, Project Management, Planning & Execution, Customer Success

## **EDUCATION**

### **Bachelor of Fine Arts (BFA) in Writing**

Savannah College of Art & Design (SCAD) – Atlanta, GA