

JASMINE KINIKLIS

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EXPERIENCE

CONTENT MARKETING MANAGER

March 2026 – Present

Safe-Guard Products International, LLC - Atlanta, GA

- Spearhead content strategy and execution across the Marketing and Sales Enablement (MSE) department, ensuring brand consistency and alignment with business objectives across B2B and B2C channels
- Own sensitive executive and internal communications, including C-Suite directives and department-wide announcements, as a trusted resource requiring discretion and sound judgment
- Guide content for high-stakes initiatives such as RFP responses, ensuring messaging consistency and strategic alignment on business-critical opportunities
- Drive brand awareness and category authority through earned- and paid-media initiatives connecting the company with automotive news outlets
- Integrate generative-AI tools and SEO best practices into content workflows to enhance creation, optimization, and engagement

EDITORIAL COORDINATOR

October 2024 – March 2026

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 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
- Manage 20+ independent freelancers and contributors, enforce editorial standards, track deadlines and cultivate long-term working 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 – October 2024

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 rebranding initiative, refining voice and simplifying technical language to better connect with target audiences
- 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

SKILLS

Technical Skills:

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

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