

JASMINE DANIEL

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EXPERIENCE

COPYWRITER

May 2016 – Present

Jasmine Daniel Writes - Duluth, GA

- Utilize effective client onboarding, project management, and customer retention strategies to drive a repeat patron rate of over 80% for a roster of 100 clients
- Crafted content and copy for various channels, including print, email, social, and web, while maintaining the client's established brand voice
- Review client's Google Analytics and KPIs to identify gaps and leverage strengths to create robust content strategies
- Utilize search engine optimization (SEO) and keyword research best practices to develop effective SEO-optimized content to increase brand awareness and visibility

ASSISTANT STORE MANAGER

August 2014 – Present

Bath & Body Works - Cumming, GA

- Lead cross-functional teams in complex operational projects by articulating project goals, facilitating open communication, and ensuring alignment through strategic planning and workflow optimization
- Collaborate with other store leaders to analyze business metrics and trends and effectively communicate insights to develop methodical, actionable, and time-bound business strategies
- Spearhead the hiring process by actively engaging with potential talent, conducting thorough interviews, and communicating expectations throughout the onboarding process to build high-performing teams
- Foster strong relationships with employees by consistently encouraging open, transparent communication and providing support to enhance team morale and promote a diverse, equitable, and inclusive work environment

COPYWRITER

February 2022 – September 2023

Nature Mary - Calgary, AB (Remote)

- Crafted copy for D2C product descriptions, packaging, and in-store marketing materials
- Single-handedly maintained the brand's official blog and crafted monthly SEO-optimized posts to increase Google ranking and drive traffic
- Increased Instagram followers by 10%, engagement by 60%, and impressions by 40% during the first 90 days through strategic content creation, lead generation, and product campaigns
- Transformed technical jargon and complex scientific subjects into simple, digestible copy for the target consumer

WRITER

June 2020 – August 2020

The Borgen Project Internship – Tacoma, WA (Remote)

- Developed and pitched weekly article topics to staff editors for the official blog and BORGEM Magazine
- Conducted thorough research to craft thought-provoking, fact-based articles to support the organization's poverty-fighting initiatives
- Produced SEO-friendly articles that complied with the organization's internal stylebook and AP Style guidelines
- Incorporated effective SEO and keyword strategies, resulting in 90% of published articles ranking in the top five of the search engine results pages

VOLUNTEER WORK

WRITER

January 2011 – July 2016

Kid Fit Strong – Roswell, GA

- Supported the organization's mission to reduce childhood obesity by writing educational articles for the digital magazine and official blog

SKILLS

SEO Copywriting | Search Engine Optimization (SEO) | Content Management Systems (CMS)
Keyword Research | Proofreading | Content Creation | Digital Marketing | Competitive Analysis
Storytelling | AP Style | SEM Rush | WordPress | Planning & Execution | Editing
Relationship Management | Project Management | Strategic Communication | Customer Success

EDUCATION

Bachelor of Fine Arts (BFA) in Writing

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