

JASMINE DANIEL

COPYWRITER

Duluth, GA 30096

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EXPERIENCE

COPYWRITER

May 2016 – Present

Jasmine Daniel Writes - Duluth, GA

- Effective client onboarding, project management, and customer retention strategies resulted in a repeat patron rate of over 70% for a roster of 50 clients
- Craft compelling B2B, B2C, and D2C 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 potential 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

MARKETING CONTENT CREATOR

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 5%, engagement by 59.7%, and impressions by 37.4% during the first 90 days through strategic content creation, lead generation, and product campaigns
- Transformed technical language into simple copy for clear brand messaging to key demographics using scientific journals

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 80% of published articles ranking in the top five search results

VOLUNTEER WORK

COPYWRITER

January 2011 – July 2018

Kid Fit Strong – Roswell, GA

- Supported the organization's mission 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
AP Style | SEM Rush | Klaviyo | WordPress | Planning & Execution | Campaign Management
Relationship Management | Project Management | Strategic Communication | Customer Success

EDUCATION

Bachelor of Fine Arts (BFA) in Writing

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

2021