

Jamie Cooley

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SUMMARY

Seasoned Writer and Copy Editor with 4 years of experience, adept in content creation and digital engagement for small businesses. Skilled in crafting compelling articles, managing website updates, and enhancing user experience. Seeking a Technical Writer role to leverage expertise in research, editing, and community-focused communication.

WORK EXPERIENCE

Study.com

Remote

YouTube Educational Script Creator & Writer

Sep 2024

- Developed comprehensive educational scripts that improved audience engagement and the quality of learning resources.
- Conducted thorough research on various state-regulated exams, providing aspiring teachers with tailored content to aid in their professional development.

Larema Coffee House

Rocky Mount, NC

Yoga Instructor/Content Creator

Feb 2024 - Jun 2024

- Developed and conducted tailored yoga programs for diverse age groups and corporate clients, while also creating targeted marketing materials and B2B visual content to promote health and wellness.

Mother & Chile | Kings Apron | Grow Where You Are

Atlanta, GA

Writer and Copy Editor

Jan 2020 - Present

- Write compelling digital content, including articles and videos, to enhance user engagement and drive online traffic.
- Connect communities with sustainable food resources through informative articles during challenging times.
- Develop educational content aimed at improving family health and nutrition.
- Manage website content, ensuring accuracy, and conduct thorough pre-launch reviews to rectify issues.
- Create targeted marketing email campaigns to increase consumer sales and engagement.
- Analyze competitor product positioning and marketing strategies to identify industry benchmarks.
- Assess customer feedback on competing products to inform and refine product positioning strategies.

EDUCATION

Clark Atlanta University

May 2010

Bachelor's Degree, Mass Media Arts

CERTIFICATIONS

Inducted Member, International Association of Professional Writers & Editors

2023

Certified Yoga Instructor

Nutritionist

SKILLS

Journalism • Intensive Research • Racial Equity • Agriculture • Culture & Jurisprudence • Seo • Content Writing • Web3 Marketing • B2B Consumer Finance • Tech Savvy