
Jada Ojii

Copywriter, Content Writer & Digital Media Specialist

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SKILLS

- Content Strategy
- Copywriting
- Media Marketing
- SEO Knowledge + Keyword Implementation
- Social Media Management (Hootsuite Platform Certified)
- Headlines, Meta Descriptions & Social Media Copy
- Data Collection + Analyzation
- Article/Blog Writing
- WordPress & CMS Experience
- Adobe Suite/Microsoft Office
- In-Depth Research
- AP Stylebook Proficiency
- Collaborative Spirit

EXPERIENCE

The Daily Memphian - *Editorial Intern*

2023

- Composed and pitched versatile content, spanning breaking news, arts & culture, and local neighborhood events
- Collaborated with photographers, primary sources/interview subjects, and on-site reporters/editors for thoroughly researched articles and copy.
- Co-led research initiative, collected data for an extensive project commemorating the 50th anniversary of Memphis' school bus desegregation.

Sister 2 Sister Magazine (online) - Freelance Writer/SEO Associate

2020-2022

- Showcased outstanding writing, editing, and proofreading acumen to deliver captivating and error-free copy.
- Executed successful content marketing strategies, driving increased organic search traffic through SEO initiatives.
- Reported on diverse topics encompassing breaking news, culture, wellness, beauty/fashion, politics and news updates.

Meeman 901 Strategies (practicum) - Social Media

Manager/Copywriter

2020

- Crafted and implemented impactful social media strategies for diverse local businesses, aligning content to optimize engagement.
- Monitored online brand presence, engaging users to enhance consumer relationships.
- Utilized photos, graphics and strategically scheduled social media posts for optimal content delivery

Fanbread Media, remote - Freelance Writer

2016-2019

- Created SEO-friendly content for websites and blog posts, playing a key role in boosting organic traffic for the online brands of notable figures like Ashley Benson, D.L. Hughley, NeNe Leakes, and Nicole “Snooki” Polizzi.
- Edited and proofread copy, ensuring adherence to proper grammar and maintaining consistency with up-to-date AP style guidelines.
- Developed diverse content ranging from entertainment and pop culture news to lifestyle topics and health/wellness.

EDUCATION

University of Memphis - *Bachelor of Arts: Journalism & Strategic Media*

CERTIFICATIONS

Hootsuite Platform Certification - 2018

Google Analytics Certificate of Completion - 2020

Google Ads Search Certification - 2020