



HELEN LEWIS

CONTACT

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 <https://helenruth555.journoportfolio.com/>

SENIOR MARKETING MANAGER

Crescent Canna | June 2021 - Present

Manages marketing projects for an e-commerce cannabis business, including developing a search engine optimization strategy, creating optimized content, leading link building efforts, spearheading email marketing campaigns, and conducting public relations outreach.

EDUCATION

Bachelor of Arts in English Minor in Business Management

Tulane University
2016 - 2019

GPA
3.78

Dean's List
Fall 2016 – Fall 2019

Merit Scholarship
August 2016 – December 2019

SKILLS

SEO Strategy
Content Writing
Web Copywriting
Project Management
Content Marketing
Proofreading
Email Marketing
Website Maintenance

PAST WORK EXPERIENCE

CANNABIS CONTENT WRITER

Wick & Mortar | April 2021 – June 2021

Cozy Cannabis | February 2021 – June 2021

Joybyte | April 2021 – June 2021

GreenBudGuru | September 2020 – April 2021

- Wrote cannabis blogs focused on popular keywords
- Crafted optimized website copy for businesses
- Generated cannabis content ideas based on research
- Planned out compliant social media strategy

E-COMMERCE WRITER

Big Easy Magazine | July 2020 – June 2021

Mushroom Revival | January 2021 – June 2021

Green Voyage | May 2020 – June 2021

Jawfish Digital | March 2020 – September 2020

The HOTH | April 2020 – August 2020

Som Sleep | May 2019 – December 2019

- Conducted research and interviews for articles
- Created compliant health-related content
- Optimized metadata for various content pieces
- Brainstormed topics for content