



INFO

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Email

Jcwordsmiths@gmail.com

Portfolio

<https://bit.ly/2OqD8ch>

PROFILE

An enthusiastic Marketing Communications Specialist, with years of strong campaign creation and execution expertise—as well as public relations experience. Capable of creating captivating content, specialized for diverse target markets—including innovative strategies and tactics. Has an organized and diligent mindset, along with strong verbal and presentational skills.

REFERENCES

Troy Palmer

LuLaRoe, Comms
PM
480.294.7627

Nicole Santillana

LuLaRoe, PR
Manager
626.340.1314

Bob Abhandler

LuLaRoe, Events
Director
801.512.9900

Joshua Cedeno

Senior Marketing Communications
Specialist



HIGHLIGHTS OF QUALIFICATIONS

Skillful Communications Specialist

- Capable of identifying and effectively communicating to various target markets and demographics.
- Knowledge of SEO-driven content.
- Adept in various communicative platforms (e.g. mailchimp, salesforce: marketing cloud, aloompa, flurry, social media).

Proven Success in Crisis Communication

- Qualified to quickly identify the problem and craft effective communication that can be well-received by the target audience.

Organized and Energetic Leader

- Capable lead, ensuring an efficient onboarding process (e.g. department policies and procedures, roles and responsibilities, fundamentals).



RELEVANT EXPERIENCE

Marketing Communications Speciliast

- Assisted in the growth of the Communications department from the ground up—creating content that facilitated the company's achievement of both, its 1 & 2 billion-dollar marks.
- Stakeholder in the go-to-market plan and all-encompassing campaigns, for The Walt Disney Company collaboration.
- Lead copywriter for all creative and event-based copy.
- Responsible for the creation, editing, and sending of mass communication to thousands of recipients daily via email, website, and push notifications.

Freelance Creative Wordsmith

- Over eight years experience in Marketing Communications.
- Stakeholder in strategic & tactical communication plans.
- Works closely with corporate executives to ensure the voice and desired key-messages are captured within copy.



PROFESSIONAL EXPERIENCE

- **2016 - 2019** LuLaRoe, Marketing Communications Specialist
- **2011 - 2016** Infinite Quest, Creative Wordsmith
- **2011 - 2017** Freelance Copywriter