

ERIN ROSSI

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EXPERIENCE

■ SENIOR COPYWRITER CannDESCENT California

Los Angeles, CA

May 2021 - Present

- Designed and launched company blog, created topic, and SEO strategy
- Edited and formatted content for publication on various CMS platforms including Wordpress
- Wrote and optimized copy for various B2B and B2C projects, including sales tools, emails, social media, website landing pages, and third-party sales platforms
- Managed marketing content schedule and creative deliverables using various project management methodologies
- Researched and fact-checked cannabis related information
- Documented ideas and concepts for presentation at pitch meetings
- Drafted and edited lifestyle and product focused articles on a wide range of cannabis topics
- Optimized content using SEO tools such as UseTopic, Clear Scope, and Google Analytics
- Used SEO tools to plan weekly article topics and managed the workflow of two freelance writers
- Adhered to diverse tone and style specifications in alignment with project and brand requirements
- Reviewed and implemented editorial feedback to improve written content

■ SENIOR CONTENT WRITER Amerisleep L.L.C.

Scottsdale, AZ

September 2019 - May 2021

- Drafted and edited articles for ten different blogs on a wide range of topics and products
- Wrote and optimized copy for various products and services, social media outlets, and blogs
- Used SEO tools to plan and schedule weekly content writing tasks and article topics for a team of five in-house writers and freelancers
- Pitched ideas for lifestyle and product focused articles
- Spearheaded collaborations with other writers for promotional content
- Optimized articles using SEO tools such as UseTopic, Clear Scope, and Google Analytics
- Edited, formatted, and uploaded articles on ten different blogs using various CMS platforms, including WordPress and Elementor
- Wrote and posted Google My Business (GMB) updates for 11 different retail locations with Geotagged images and target keyword links
- Collaborated with editors to identify project style and tone
- Researched article topics, fact-checked, and verified sources

■ FREELANCE CONTENT AND COPYWRITER Freelance Work

CA

August 2013 - October 2019

- Wrote and edited compelling content and product descriptions for a variety of brands, including OCLU, LuckyMag, and Bodee CBD
- Optimized articles using SEO tools such as UseTopic, Clear Scope, and Google Analytics

- Created marketing, website and SEO-driven content to support client needs
- Collaborated with creative directors to create engaging product stories that resonated with targeted consumers
- Communicated with clients to assess needs and provide anticipated project timelines
- Developed advertising campaigns for a wide range of clients, working with advertising agency's creative director and art director to determine the best way to present advertising information
- Revised and wrote material to meet personal standards and to satisfy needs of clients
- Edited and formatted content to prepare and submit for publication.
- Prioritized and managed workload in a high-volume environment to meet deadlines
- Documented completed freelance work and generated client invoices
- Wrote technical manuals and SOPs for corporate use

EDUCATION

■ MASTER OF ARTS (M.A.) IN ENGLISH, COMPOSITION AND RHETORIC

Arizona State University, Tempe, AZ

June 2014

ADDITIONAL SKILLS

- Website and Blog Management and Creation Tools - WordPress & Elementor
- Email Scheduling and Management Tool - Klaviyo
- Microsoft Office, Google Suite
- Social Media Management and Scheduling Tools - Later
- Project Management and Organization Tools - Asana and Trello

PORTFOLIO

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