

# JESSICA JOY REVELES

323.920.9294 | [Hello@JessicaJoyReveles.com](mailto:Hello@JessicaJoyReveles.com) | [www.JessicaJoyReveles.com](http://www.JessicaJoyReveles.com)

WordPress | Google Analytics | SEO | Magento | Facebook Ads Manager | Facebook Power Editor | Woobox | Instagram | Twitter | YouTube  
Periscope | Snapchat | Hootsuite | TweetDeck | Constant Contact | Kaltura | CAKE | Basecamp | Asana | Jira | Freedcamp | Sakai | Thinkific

## SKILLS SUMMARY

### *Sales & Marketing*

B2B | B2C  
Business Development  
Advertising  
Affiliate | Influencer Marketing  
Cause Marketing  
Partnerships | Cross-Promotions  
Event Planning | Execution  
Market Research  
Analytics

### *Communications*

Instructional Design  
Digital Publishing  
Blogging  
Email Marketing  
Social Media  
Grant Writing  
Copywriting | Copyediting | Proofing  
Coaching | Training  
Speaking

### *Writing & Editorial*

Journalism  
Ads | Advertorials  
Websites  
Landing Pages  
Training Manuals  
Brand Guides  
Style Guides  
Collateral  
Packaging

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*Seasoned Editor and Writer with 15 years of integrated marketing including social media, advertising, digital publishing, instructional design and teaching experience across Health & Wellness, Fashion & Beauty and Lifestyle. Solution oriented and meticulous, I bring a solid foundation in digital communications with an emphasis on research, strategy, branding, analytics and more.*

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## WRITING, EDITORIAL & INSTRUCTIONAL DESIGN

### CLIENTS

2012 – Present

#### General Assembly

##### *Instructional Associate | Digital Marketing*

- Lead 2 to 3 class sessions each term across topics such as social media, advertising, blogging and SEO, and influencer marketing; support lead instructor in organization and class management
- Work 1:1 with students during class and office hours; provide feedback, resources and support on assignments including final marketing strategy
- Clarify learning objectives, manage student expectations, manage all communications with students, coordinate and moderate final presentations

#### Book Fuel

##### *Editor*

- Handled author manuscripts between 50K-150K+ words
- Provided developmental, substantive and copy editing; proofreading
- Reported directly to editor-in-chief

#### National Association of Professional Women (NAPW)

##### *Western Region Marketing Manager*

- Communicated and implemented corporate marketing strategy across 35+ Western Region Local Chapters via NAPW.com
- Created and managed all communications with Western Region Chapter presidents, board leaders and 20 California Chapter memberships including social media marketing direction, email marketing, and event coordination and promotion
- Reported directly to Western Region Director and worked closely with Local Chapter Division Manager to ensure organizational compliance across board operations

#### Connected Women of Influence (CWI)

##### *Marketing Manager*

- Researched, fact checked and wrote SEO optimized blog articles on business topics pertinent to women executives and business owners
- Advised on social media marketing strategy for Facebook and LinkedIn
- Developed content for email marketing campaigns

#### Freshology

##### *Senior Copywriter*

- Managed content marketing strategy for WordPress blog | Researched, fact checked and wrote SEO optimized blog articles on food, health, wellness, fitness and lifestyle
- Responsible for content creation including website copy, customer service emails, autoresponders, landing page pop-ups, promotions, contests and ads
- Reported directly to director of marketing and worked closely with marketing and art departments to create company voice and integrate that voice into all media (rebrand)

#### 1888 Center, *Small Towne Short Stories* (web)

##### *Managing Editor*

- Managed roster of guest contributors including seasoned journalists from the *Orange County Register*, *OC Weekly*, *Orange Coast Magazine* and more
- Edited stories, researched, fact checked, identified community and archival resources and coordinated creative assets
- Reported directly to executive editor

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## **Inquisitr**

### **Contributing Writer**

- Wrote SEO optimized articles across health & wellness, lifestyle and celebrity news categories
- Managed assets including information architecture, metadata/alt text, image resizing
- Performed research, fact checked, edited and proofread

## **Joe's Jeans**

### **Senior Copywriter**

- Responsible for content creation including email marketing, branding guides, lookbooks, sales presentations, product descriptions and social media posts
- Reported directly to VP of marketing and worked closely with founder, marketing department and art director to capture company's voice and integrate that voice into all media

## **Fashion Institute of Design & Merchandising (FIDM) Los Angeles, Social Media | Beauty | Visual Communications | General Studies**

### **Adjunct Faculty**

- Designed and implemented curricula including assessment for *Beauty: Principles of Entrepreneurship*, *Beauty: Social Media Marketing*, *Business Marketing for Social Media*, *New Media Demographics*, *English Composition*, *Writing Skills*
- Used ADDIE instructional design methodology and leveraged andragogic model to deliver ground based courses

## **ViSalus, The Challenge Magazine (mobile app)**

### **Managing Editor**

- Managed flow and organization of content: multiple rounds of editing, proofing, information architecture
- Conducted interviews with company leaders and subject matter experts, wrote and edited feature articles
- Wrote and edited section overviews and advertorials
- Reported directly to executive editor and worked closely with art director to ensure content and layout met magazine's objectives

## **ViSalus, ViSalusHub.com**

### **Executive Editor**

- Managed content marketing strategy for WordPress blog site and aligned with social media for maximum exposure and engagement
- Researched, fact checked and wrote blog articles on health, wellness, fitness and lifestyle
- Wrote advertorial copy, product descriptions and taglines for the web, email marketing and social media
- Highest performing advertorial yielded 12K+ organic Twitter shares and 200+ organic Facebook shares
- Coordinated assets and managed image library and metadata/alt text in WordPress
- Monitored and reported on analytics

## **Gano Excel, SHARE Magazine (print)**

### **Executive Editor**

- Managed flow and organization of content: multiple rounds of editing, proofing, information architecture
- Conducted interviews with company leaders, wrote and edited feature articles
- Worked closely with art director to ensure content and layout met magazine's objectives

## **Gano Excel**

### **Senior Copywriter**

- Responsible for content creation including web copy, product packaging and product descriptions, promotional copy including ad copy, marketing collateral, training guides and scripting for live events and broadcasts
- Reported directly to marketing director and worked closely with COO, CEO and founder to capture company's voice and integrate that voice into all media

## **I.C.O.N. Products**

### **Social Media Marketing Manager & Content Writer**

- Chartered and implemented comprehensive social media marketing strategy
- Responsible for content creation including blog articles, email marketing, press releases, press kits, social media posts, copywriting/copyediting and proofreading
- Worked closely with co-founder and stylists to capture company's voice and integrate that voice into all media

## **CORPORATE**

### **Atypical Brands, NuMe Products**

#### **Director of Affiliate Marketing**

*February 2014 – January 2015*

- Generated >\$900K in revenue in nine months
- Recruited; negotiated contracts and secured YouTube, Instagram and blog talent at the 100K to 1M subscriber level
- Communicated with YouTube and Instagram influencers, bloggers and agents; coordinated brand devoted campaigns; tracked campaign performance against monthly targets
- Generated and managed >1K affiliate accounts using Magento interface, created and managed seasonal promotions and contests, created and managed commission and incentive programs, monitored sales and commission data
- Worked closely with CMO, CTO and creative department to devise, implement and track online campaigns using CAKE interface
- Authored comprehensive affiliate handbook

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## **Executive Editor, BeautyRival.com**

*October 2013 – January 2015*

- Led and managed editorial team of 10 in-house and remote beauty writers
- Cultivated staff leadership, delegated authority, provided feedback, established accountability and built a culture of teamwork
- Reviewed all articles for plagiarism, accuracy and potential libel or slander
- Led continuing development of *Beauty Rival's* digital media strategy to maximize reach, engagement and revenue
- Researched trends, prevalent style blogs and editorials to maintain position as expert
- Researched, fact checked and wrote fashion, beauty and celebrity news articles

## **Social Media Marketing Manager & Content Writer**

*October 2013 – February 2014*

- Researched and booked YouTube talent, managed video campaign calendar
- Wrote and edited blog articles
- Created social media marketing strategy, wrote posts and managed publishing schedule

## **Version-X Design**

### **Digital Marketing Manager**

*June 2012 – December 2012*

- Created comprehensive marketing strategies including email marketing and social media campaigns for beauty clients
- Responsible for content creation including blog articles, email marketing, social media posts and product descriptions
- Led development and execution of email marketing campaigns utilizing address acquisition, segmentation and A/B testing
- Brand monitoring and monthly reporting on website, email marketing and social media analytics

## **SALES & MARKETING**

### **Hands for Hope**

#### **Development Coordinator | Human Resources Generalist**

*May 2013 – September 2013*

- Fundraising and grant writing duties, secured event sponsorship through solicitation campaigns
- Marketed after school programs to community and recruited new families, community resource partners and vendors
- Human resources general duties included background checks, confidential file maintenance and volunteer management

### **Artisan Creative**

#### **Account Manager**

*January 2013 – April 2013*

- Business development across design, advertising, entertainment, food & beverage, fashion & beauty and retail; serviced Los Angeles, Orange County and San Francisco
- Full life cycle recruitment across interactive, digital marketing, print and communications
- Worked closely with recruitment team to develop search plans for full-time placements, temp staffing and projects; reported directly to company president

#### **Talent Acquisition Specialist**

*August 2012 – December 2012*

- Sourced creative talent across interactive, digital marketing and print
- Wrote talent profiles and compiled bi-monthly featured talent list for client distribution
- Parsed and coded incoming talent applications and resumes, organized and maintained database

### **The Art Institute of California – Hollywood**

#### **Recruiter**

*May 2011 – May 2012*

- Business development across design, media arts, culinary and fashion
- Managed graduate case files, conducted exit interviews, skill marketed graduates to employers
- Coordinated guest speakers and quarterly events including Portfolio Show, 250+ attendees

#### **Assistant Director of Admissions**

*June 2010 – May 2011*

- Managed inquiries, qualified prospects and conducted entrance interviews
- Accurately forecasted application targets and exceeded increasing metrics goals
- Facilitated interdepartmental communications throughout application/acceptance processes

### **SCORE! Educational Centers**

#### **Center Director**

*April 2008 – October 2008*

- Managed performance and growth of Pasadena Center, grades PreK-12
- Contributed minimum 50% of monthly sales and developed sales manager
- Generated monthly P&L statements and reported figures to region

#### **Senior Assistant Director of Sales | Marketing**

*July 2007 – March 2008*

- Grew Beverly Hills Center membership from 186 to 281 members within 10 months
- Overhauled writing program and grew membership from six to 32 students within six months
- Trained and developed part-time instructors, sales associates and full-time assistant directors

#### **Advantage Program Director**

*February 2007 – June 2007*

- Solicited sponsorships from local schools, businesses and community organizations
- Managed and developed full-time assistant director; hired, trained and managed part-time staff
- Worked with territory recruiters to source part- and full-time hires

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## Assistant Director

- Instructed PreK-12 students and managed a team of 15 part-time instructors
- Managed Spanish-speaking families enrolled in Supplemental Education Services (SES), LAUSD Beyond the Bell
- Delivered and synthesized learning assessments and conducted parent conferences

September 2006 – February 2007

## Excel Tutoring Services | Owner

October 2004 – September 2006

## Santa Monica Tutoring Club | Assistant Manager

March 2005 – November 2005

## University of Southern California | Joint Educational Project Site Coordinator

July 2003 – October 2004

## EDUCATION

### Pepperdine University

Microenterprise Program

Certificate

May 2017

### PR School

Public Relations

Training

June 2015

### Cornell University

Marketing Strategy

Certificate

October 2014

### University of Phoenix

Adult Education | Training

M.Ed.

January 2010

### Antioch University Los Angeles

Publishing Arts

Certificate

June 2009

### University of Southern California

English | Creative Writing

BA

May 2006

## ASSOCIATIONS

### Think LA

Member

May 2017 – Present

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### Connected Women of Influence

Member

April 2016 – April 2017

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### Women Speakers Association

Member

August 2015 – Present

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### National Association of Professional Women

Vice President, SF Valley

March 2017 – Present

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Social Media Board Chair, LA

January 2016 – February 2017

Woman of the Year Circle

2015-2016

Charter Member eChapter

September 2015

### eMarketing Association

Member

March 2015 – Present

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### American Writers & Artists | Professional Writer's Alliance

Member

January 2015 – Present

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### Association of Writers & Writing Programs

Member

December 2014 – Present

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## SPEAKING ENGAGEMENTS

### Leveraging LinkedIn: How to Polish Your Professional Profile

National Association of Professional Women (NAPW), Los Angeles Local Chapter

March, June October 2016 | 25 attendees

### Tapping into Success: How to Build a Personal Brand & Cultivate Clients

National Association of Professional Women (NAPW), Los Angeles Local Chapter  
Fashion Institute of Design & Merchandising (FIDM)

March 2016 | 50 attendees

### Social Media Marketing for Television

World Center of Broadcast Media (WCOBM)

April 2016 | 50 attendees

### Personal Branding: How to Tell Your Story

#Ambitionista Twitter Chat with Mira Joleigh

April 2016 | virtual event

### Entrepreneurship Employer Panel | Panelist

Cal State University Fullerton (CSUF)  
Mihaylo College of Business & Economics, Center for Entrepreneurship

April 2016 | 50 attendees

### Social Media Marketing for Business: How to Write, Manage & Measure Posts that Convert

Office Slice

May 2016 | 25 attendees

### A Heart for Homelessness, A Hand for Hunger & Hope for Women

National Association of Professional Women (NAPW), Los Angeles Local Chapter  
Harvest Home

June 2016 | 25 attendees

### Evolution Marketing Showcase | Presenter

Gano Excel

June 2016 | 500 attendees

### Essentials of Social Media Advertising

Women Owners Summit, Connected Women of Influence (CWI)

July 2016 | 150 attendees

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<b><i>What Every Startup Needs to Know About Social Media: How to Stand Out, Build a Following &amp; Leverage Social Selling</i></b> Cal State University Fullerton (CSUF) Mihaylo College of Business & Economics, Startup Incubator	<i>August 2016   25 attendees</i>
<b><i>Social Media Advertising in a Box: Tips, Tricks &amp; Best Practices</i></b> Craft & Hobby Association (CHA), Southern California Chapter	<i>August 2016   25 attendees</i>
<b><i>Leveraging LinkedIn: How to Polish Your Professional Profile</i></b> National Association of Professional Women (NAPW), Western Regional Leadership Conference	<i>August 2016   50 attendees</i>
<b><i>The Truth About Social Media Business is Personal with Shawn Marie Turi</i></b> Women Lead Radio, Connected Women of Influence (CWI) Blog Talk Radio	<i>September 2016   live programming</i>
<b><i>Nonprofit Board Leadership   Panel Moderator Women of Achievement Awards</i></b> National Association of Professional Women (NAPW), Los Angeles Local Chapter	<i>September 2016   50 attendees</i>
<b><i>How to Write a Blog Post that Sings... And Sells   Master Class</i></b>	<i>October 2016   virtual event</i>
<b><i>How to Optimize Your LinkedIn Profile for Maximum Results</i></b> Women Lead Conference, Connected Women of Influence (CWI)	<i>October 2016   25 attendees</i>
<b><i>LinkedIn Essentials: What You Need to Know About Online Networking</i></b> Cal State University Northridge (CSUN)	<i>November 2016   25 attendees</i>
<b><i>Your Biggest Breakthrough is Born at Rock Bottom</i></b> SUE Talks, Connected Women of Influence (CWI)	<i>December 2016   150 attendees</i>
<b><i>Your Biggest Breakthrough is Born at Rock Bottom</i></b> Feminist AF by Kitty Lindsey	<i>December 2016   25 attendees</i>
<b><i>How to Write... With Style</i></b> Be Your Selfie Summit by Arlene Guerra	<i>January 2017   virtual event</i>
<b><i>Leveraging LinkedIn: How to Polish Your Professional Profile</i></b> National Association of Professional Women (NAPW), Los Angeles Local Chapter	<i>February 2017   25 attendees</i>
<b><i>What Every Startup Needs to Know About Social Media: How to Stand Out, Build a Following &amp; Leverage Social Selling</i></b> <b>Business Source West Valley</b> Valley Economic Development Center (VEDC)	<i>April 2017   25 attendees</i>
<b><i>What Every Startup Needs to Know About Email Marketing: How to Connect with Customers, Build Loyalty &amp; Drive Sales</i></b> <b>Business Source West Valley</b> Valley Economic Development Center (VEDC)	<i>April 2017   25 attendees</i>
<b><i>5 Steps to Starting Your Online Business: How to Build a Business from Scratch &amp; Launch Online</i></b> <b>Business Source West Valley</b> Valley Economic Development Center (VEDC)	<i>April 2017   25 attendees</i>
<b><i>Fashion Symposium</i></b> The Art Institute of California – Hollywood	<i>May 2017   50 attendees</i>
<b><i>Los Angeles 250 Campaign   Guest Speaker</i></b> San Fernando Valley Rescue Mission	<i>May 2017   100 attendees</i>
<b><i>The Nuts &amp; Bolts of Social Media for Startups</i></b> Cal State University Fullerton (CSUF) Mihaylo College of Business & Economics, Startup Incubator	<i>June 2017   25 attendees</i>
<b><i>Let's Party! How to Create &amp; Promote Your Event Using Eventbrite</i></b> <b>Business Source West Valley</b> Valley Economic Development Center (VEDC)	<i>July 2017   25 attendees</i>