

ALIYA JACKSON

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A highly creative and proficient copywriter with a master's degree in creative writing and extensive experience in the entertainment industry. Proven track record in developing and implementing innovative marketing campaigns, editing and proofreading copy, and collaborating with diverse teams to drive customer engagement and brand consistency. Certified in professional copywriting, digital marketing, and content marketing, with a strong understanding of SEO and digital content strategies.

PROFESSIONAL EXPERIENCE

Senior Copywriter, Adobe Systems, San Francisco, CA

June 2017 to present

- Developed and implemented creative ideas for over 50 marketing campaigns, resulting in a 30% increase in customer engagement
- Edited and proofread copy for various marketing materials, ensuring consistency with brand style guidelines and error-free content
- Collaborated effectively with designers, marketers, and project managers to align copy with overall design and marketing strategy, contributing to a cohesive brand image

Copywriter, Walt Disney Company, Los Angeles, CA

May 2015 to June 2017

- Created compelling content for various marketing campaigns, effectively communicating the brand's message and driving customer engagement
- Applied knowledge of SEO and digital content strategies to optimize online content, resulting in a 20% increase in web traffic
- Gained proficiency in using CMS, streamlining the content creation and publishing process

KEY SKILLS

- Copywriting and editing
- Digital content development
- Time management

EDUCATION

Bachelor's Degree in English - University of California, Los Angeles

Bachelor's Degree in Journalism - Columbia University, New York

Master's Degree in Creative Writing - University of Iowa, Iowa City

CERTIFICATIONS

- CPC, American Writers & Artists Inc.
- Certified Digital Marketing Professional (CDMP), Digital Marketing Institute
- Certified Content Marketing Specialist (CCMS), DigitalMarketer