

JESSICA FIELDS

Writer | Copywriter | Editor

Jessicafields414@gmail.com JessicaLFields.com

Thorough self-starter with a true passion for creative writing and an overall goal to deliver original and relevant written content. Dedicated and driven to meet deadlines and create quality content.

Expertise

- Creative writing
- Storytelling
- SEO, SEM, Keyword search
- Social media
- Content writing
- Content Management/Strategy
- Microsoft Word/Excel
- Google Docs/Sheets
- Photoshop/InDesign/Incopy

SKILLS

- Ability to multitask while concurrently meeting deadlines.
- Detail oriented and highly organized.
- Excellent writing, editing and fact checking skills.
- Strong understanding of commerce content and SEM driven writing.
- Good at building and maintaining strong relationships/partnerships.
- Fast learner with keen ability to meet strict deadlines.

Education

Content Marketing Certification
Hubspot academy

Bachelor's Degree
Morgan State University

EXPERIENCE

Content Writer, Vashtie.com.

- Develop & pitch stories weekly.
- Conducted trend research and trend forecasting for articles and social posts.
- Research, write and post 3-5 original articles according to strict weekly schedule.
- Work with social team for consistency of content from web to social media.
- Work on a team but exude confidence and willingness to take the lead on projects and step in when needed.

Content Writer, Juliavonboehm.com

- Pitch and write beauty, lifestyle and fashion articles in accordance with the sites tone.
- Develop/maintain editorial and content calendars via google sheets and excel
- Copy edit/fact check articles by other writers to ensure correct grammar and tone.
- Work creatively with digital marketing team for shopping stories & social media copy.
- Help standardize guidelines to develop, manage and publish content.

Writer/Editor, Honeyteemgzn.com

- Trend research and trend forecast for content ideas
- Create, maintain and manage editorial calendar with Google Sheets and Smart Sheets.
- Manage freelance writers.
- Edit and post all articles according to schedule
- Develop and write articles on a weekly basis.

Staff Writer, Fashiontomax.com

- Worked with photo/video team on exclusive content, such as fashion shows and events.
- Developed and wrote 4-6 articles on a weekly basis.

Copywriter, Imagemme Design Studio

- Develop and write copy for products & packaging.
- Develop brand voice for overall branding and web platforms.
- Create engaging CPG/B2B copy for customers in line with brand aesthetic.

Copywriter, Ricky & Micky

- Write creative product descriptions for e-com.
- Write copy for emails, adverts, campaigns and social media.
- Writer blog post and maintain blog content.