

# COCO JEANNINE

## CREATIVE COPYWRITER

## CONTACT INFORMATION

[cocowritescopy.com](http://cocowritescopy.com)

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## EDUCATION

### MASTER OF FINE ARTS

Creative Writing - Poetry

National University

2019-2021

### BACHELOR OF SCIENCE

Advertising

The Art Institute of California

2011-2013

## KEY SKILLS

Google Suite

Adobe Creative Suite

Microsoft Office

Photography + Videography

CMS Platforms

SEO

Asana

Slack

Dropbox

## PROFESSIONAL EXPERIENCE

### Senior Copywriter

DEPT® | San Diego, CA | 2021-Present

- Develop global and localized creative concepts for Meta products including Facebook and Instagram
- See creative concepts through from development to live production and market roll out
- Create and maintain best practices for all channels including Google campaigns, TikTok and Snapchat
- Create and maintain channel-specific templates for use across copywriting teams

### Senior Copywriter

National University | San Diego, CA | 2018-2021

- Lead development of brand campaigns from initial conception through production and market roll-out
- Lead casting calls and student interviews for broadcast ads and documentaries
- Improve intra-departmental productivity through process development and implementation
- Assist in training of junior creatives
- Maintain templates used by internal and external departments

### Copywriter

- Write enrollment-driving copy including broadcast, paid media, website, email, print, and out-of-home channels
- Execute review processes with copywriting, design, and account management teams

### Content Marketing Coordinator

SOCi, Inc. | San Diego, CA | 2018

- Write and research content for all channels
- Develop and track targeted email campaigns
- Manage content strategy for social media channels
- Write, design and maintain landing pages
- Develop templates for use by client success teams

### Freelance Creative Services

- BrightHaus Digital (2017)
- Inseev Interactive (2016 - 2017)
- PETCO (2016)
- AMN Healthcare (2016)
- Electrolife (2015 - 2016)
- Stone Brewing Company (2013-2014)

### Junior Copywriter

Vision Design Studio | Long Beach, CA | 2014-2015

- Assist in the development of brand content, voice, and messaging for mid-size clients in restaurant, tech, beauty, and higher-ed spaces
- Work alongside graphic design team to create print and digital deliverables