

JESSICA BUCK

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HIGHLIGHTED INDUSTRIES

Print/Online Media
TV/Film
Entertainment
Nonprofit
Agency
Health & Wellness
Ecommerce
Lifestyle + Pop Culture
Food/Beverage

KEY SKILLS

Project Management
Recruiting
SEO
Tagline/hashtag creation
Website Copy
Blog pitching
Editorial Writing
Short/Long Form Blog Posts
By-line Articles
Email Marketing Copy
Creative Conceptualization
Album Reviews
Artist Profiles
Social Media Content
Research and Analysis

PROFICIENCIES

Google Analytics / AdWords (basic)
iMovie
Microsoft Office Suite
MailChimp // Constant Contact
Squarespace
Salesforce
LinkedIn
Facebook/Instagram
Asana // Basecamp // Trello
Buffer

EDUCATION

Clark Atlanta University, Atlanta, GA
Bachelor of Arts in Mass Media Arts;
Concentration: **Print Journalism** (2011)

Creative Content Writer/Editor with 8 years' experience writing & copyediting in online and print media. Highly flexible and adaptable team player able to multi-task and thrive in fast-paced environments. Exceptionally motivated self-starter able to manage teams, provide feedback for improvement, ensure deadlines are met and recommend changes that enhance quality of media and readership numbers.

RELEVANT EXPERIENCE

Associate Editor, First Media (So Yummy) – February 2018 - Present

- Research trends and pitch 10-15 article ideas weekly.
- Collaborate with Editor-in-Chief on best practices, following brand style guides.
- Stay up-to-date on trending topics, producing 5-7 articles weekly for immediate publishing.
- Write original long & short form blog content, including listicles and gif formats.

Freelance Copywriter/Editor – January 2015 – Present

- Develop original and creative content including SEO rich product/category descriptions, blogs, headlines, internal communication, pitch decks, web & email marketing copy.
- Push editorial management initiatives such as assigning topics, editing content and managing a small team of 4 to bulk publish-worthy content for launch.
- Provide feedback on existing content and optimize copy to increase internet search presence (SEO research & evaluation).
- Build content for marketing strategies including program titles, taglines, call-to-actions and hash tags, as well as creating SEO rich blogs for WhereBrandsEvolve.com.

Past clients include: Yoobi, DealScience, Allegra Consulting, AMC Liquidation, Life Coach Brenda G, The Way Green, Her-Faith, Fragrances of Wine, Prosperity 101 Financial Workshop, See What You Say VO & WiFi Tribe

Senior Recruiter, Robert Half International – June 2015 – January 2017

- Develop and implement strategic initiatives for recruiting diverse talent across a large territory.
- Partner with higher ups and fellow team members to forecast and develop plans for key staffing initiatives.
- Manage full cycle recruiting process to meet the various staffing goals across all levels including candidate vetting to ensure qualified individuals are being represented, managing compliancy per company guidelines and regular follow up with the respective hiring managers and candidates to ensure timeliness of recruitment process.

Communications Writer/Copyeditor, Eagles' Wings Ministries – Feb. 2013 - May 2013

- Brainstormed and drafted original newsworthy articles and press releases.
- Copyedited various content for the Eagles' Wings website as well as updated information regarding print content and media kits.
- Oversaw all email blasts concerning upcoming Eagles' Wings conferences, banquets and speaker events.