

Mara Roberts

content director . senior copywriter . social media strategist

summary

I have tons of ideas but just the right amount of words. As a copywriter with a passion for digital media, I love big ideas and discovering new ways to share them. I believe in collaboration, creativity founded in strategy, and commas in all the right places.

skills

- Creating strategy-based concepts and original content for print, digital, social media, broadcast, out of home, branding and positioning, promotional events, campaigns, collateral, and installations
- Through programs like Wordpress, Sprout Social, Hootsuite, Basecamp, OS X, and Microsoft Office
- While always remembering the importance of research, editing, proofreading, and collaboration

experience

The Pekoe Group

February 2013 - Present

Content Director/Senior Copywriter

- Ideating strategy-based concepts and campaigns
- Producing digital and integrated content across all platforms
- Communicating with clients and collaborating with designers to manage projects from creation to completion
- Maintaining a weekly blog and monthly newsletter
- Managing the copy/proofreading department
- Writing scripts, creating storyboards, and organizing shot lists for videos
- Developing pitches and project proposals

The Oatley Academy

March 2014 - Present

Copywriter

- Developing sales page copy for select courses to empower global community of current and prospective students to enroll
- Writing landing page and promo spot recording copy for podcast episodes

TekCollect, Inc.

July 2014 - January 2015

Social Media Strategist

- Developing a social strategy across multiple platforms
- Curating and creating original content for two separate accounts on Facebook, Twitter, Google+, LinkedIn & Pinterest
- Monitoring reports and analytics
- Managing and responding to followers

Freelance Writer/Copywriter

June 2012 - Present

- Creating original content including blurbs, taglines, scripts, sales pages, and headlines
- Select Clients: Naran Malla Productions; Blank Space; Jane's Handmade; Sublets Web Series

education

Otterbein University | BFA Acting | English

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