

SUMMARY

Communications specialist with five years' experience in copywriting, content marketing, editorial strategy and social media. Whether it's creating skincare quizzes, supporting the top US manufacturer of remote controls, or writing blogs about top-rated music tours, I've discovered a multitude of ways to utilize my creativity, resourcefulness and excellent written and verbal communication skills while helping companies grow their brand.

CONTACT

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🏠 Studio City, CA

EDUCATION

BACHELOR OF ARTS: COMMUNICATIONS

California State University,
Fullerton

PROFESSIONAL SKILLS

AP Style
Wordpress
Shopify
Basecamp
Hootsuite
Curalate
Cision
Vocus
Microsoft Office Suite

CARLY KAZEMPOOR

EXPERIENCE

COPYWRITER + SEO CONTENT WRITER

Self-Employed | June 2019 - Present

- Manage a client list of beauty, lifestyle, and entertainment accounts
- Write engaging, on-brand copy for email promotions, product launches, blog posts, and social media
- Collaborate with brand founders and creative departments to produce engaging content
- Produce up to 10 weekly keyword-rich articles to improve SEO score and brand sales
- Wrote SEO-optimized blogs for Unilever-backed Mira AI; increasing domain authority by 87% and resulting in a spot as *Fast Company's* No. 3 most innovative beauty company. Mira AI was acquired by FemTec Health and Birchbox for \$28 million in 2021.
- Originated the "Ticket Talk" blog on TicketSales.com, leading to a 103% increase in traffic and boosting post-pandemic sales for concert, theater, and sporting tickets.
- Clients include: Verizon (Publicis Groupe), Memebox Corporation, TicketSales.com, Spafinder, Karuna Skin, Skin Gym, Kira Labs, Hairfinity

SOCIAL MEDIA COPYWRITER + COORDINATOR

BH Cosmetics | November 2017 - April 2019

- Managed content calendars and wrote captions for over 5 million followers across all social media channels - including Instagram, Facebook and Twitter
- Researched, wrote and edited 3-4 blog posts each week using SEO keywords - resulting in 20% readership increase
- Produced copy for product launches, video content, and social media giveaways
- Proactively engaged with followers on Instagram and Twitter through retweets, replies and interactive posts - authoring a 22% growth in followers and increase of 43% in engagement in two quarters on Twitter
- Generated creative copy, engagement strategies, and campaign ideas contributing to 57% growth in followers on Instagram

PUBLIC RELATIONS COORDINATOR

Bob Gold & Associates | June 2016 - November 2017

- Supported 10+ accounts ranging from startups to Fortune 500 companies
- Cultivated relationships with reporters - soliciting earned and paid media placements, speaking engagements, and industry awards to drive brand recognition
- Pitched and secured media placements in top trade publications
- Drafted materials including press releases, media alerts, and new business proposals
- Created quarterly reports and case studies to measure client KPIs
- Managed Facebook and Twitter calendars on a 5-day schedule

MUSIC WRITER + EDITOR

mxdown.com | January 2016 - December 2016

- Wrote and edited 5+ stories each week pertaining to album releases, festival announcements, new singles, and current events in the music industry
- Collaborated with senior editors to proofread and edit stories
- Worked alongside Editor-in-Chief to expand mxdown.com through marketing and traffic initiatives, resulting in 70% Google traffic increase over nine months