



Zoe Harrison

A junior copywriter with strong creative writing skills and a focus on brand storytelling. Known for producing engaging content that resonates with audiences while maintaining brand consistency across all platforms.

CONTACT



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LinkedIn | Portfolio



San Francisco, CA 94102

KEY SKILLS

- Creative writing
- Brand voice development
- Content creation
- Social media copy
- Team collaboration

PROFESSIONAL EXPERIENCE

Junior Copywriter | Vibe Marketing, San Francisco, CA | June 2021 – Present

- Collaborated with senior copywriters to develop content for digital ads, websites, and social media
- Assisted in the creation of brand messaging for product launches, helping increase customer engagement by 15%
- Drafted social media posts and blog content, contributing to an overall 10% increase in website traffic

Content Intern | BrightIdeas Marketing, San Francisco, CA | January 2021 – May 2021

- Created social media content for clients, resulting in a 12% increase in engagement
- Helped write website copy and blog posts for various industries, focusing on brand consistency
- Assisted in creating email campaigns and newsletters, contributing to a 20% increase in open rates

EDUCATION

BA in Communications

University of California, Berkeley, CA | May 2021