

JAFEI POLLITT

COPYWRITER

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EXPERIENCE

Freelance Writer

2022

Whimsy Soul

March -Present

- Write SEO Keyword posts for a lifestyle blog reaching 850K readers monthly
- Promote beauty brands and increase sales with external linking along with strong CTAs
- Execute thorough research of brands and products
- Correspond with big-name brands like The Ordinary and Olaplex to receive items and test
- Take aesthetic and unique photos to supplement writing

Social Media Copywriter

2022

T'es Belle

May-Present

- Write and edit Instagram captions for T'es Belle, a short film (@tesbelle_film)
- Craft unique images to accompany the captions using Canva
- Work closely with the director to construct a timeline for posts
- Detail out the voice of the movie with the director to write on-theme posts
- Use effective CTAs and creative taglines to draw in audiences and build hype for the movie release

Grant Writer Intern

2022

Balance Now

July

- Research and analyze grants that fit the Non-Profits mission for inclusivity in leadership roles
- Apply to multiple grants weekly and lead the team as the editor for all grants before submission
- Work closely with the Grants Writing team to maximize our efforts and get responses from organizations
- Utilize enticing words and engaging storytelling to create LOIs and proposals that stick out

Humor Writer

2017 - 2018

The Black Sheep

December - August

- Wrote weekly articles for The Black Sheep CCC Branch, an online satire magazine
- Brainstormed potential humor articles and provided detailed lists of ideas to the chief editor
- Created funny, and sometimes ludicrous, articles in the style of The Onion news source
- Collaborated with peers to polish headlines and maintain the voice of our site

Founder/ Creator

2019

Short Play A Day

August - December

- Constructed a website and forum for short plays with a daily prompt
- Wrote webpage copy with effective CTAs, fun headlines, and an entertaining about page
- Gathered multiple members to post their daily plays on a forum which allowed for constructive feedback and motivation for the artists
- Composed my own daily plays ranging from romantic to comedic and serious

EDUCATION

2016-2019

September - December

Columbia College Chicago, Chicago, IL
BA in Comedy Writing & Performance,
Graduated **Summa Cum Laude**, 3.9 GPA

SKILLS

Time Management

100%

Social Media Captions

95%

Communication

95%

Creative Writing

97%

Copywriting & Storywriting

96%

Editing

98%