

# Jafei Pollitt

Los Angeles, CA | sarahjafeipollitt@gmail.com | (720)-233-1339 | [jafeipollitt.com](http://jafeipollitt.com)

## EDUCATION

---

### Columbia College Chicago

Chicago, IL

Bachelor of Comedy Writing & Performance | GPA: 3.9/4.0 GPA

December 2022

- **Relevant Coursework:** Business Writing, Television Arts Writing, The Second City Comedy Studies, Talent Management, Acting Sketch & Theatrical Comedy
- **Awards/Honors:** Summa Cum Laude

## WORK EXPERIENCE

---

### Whimsy Soul

Remote

Freelance SEO Writer

March 2022 - Present

- Increased site visits with up to 10k views per post by writing long-form pieces with SEO and backlink optimization
- Managed fast turnaround for pieces up to 3,200 words (1-2 days) accompanied by 10+ product photos
- Pitched the blog to top trending brands (Olaplex, The Ordinary, Good Molecules, Tarte, etc.) for promotional products and received over \$300+ worth of merchandise to review

### FashionNova

Los Angeles, CA

Promotional Accounts Specialist

January 2022 - Present

- Streamlined ad content for over 70+ accounts, reducing over 8 hours of work to less than 5 minutes through the development of shared Google sheets and effective communication with accounts
- Wrote and developed over 252+ creative captions to increase post-interaction and brand awareness
- Sourced and edited over 126+ videos through Grin and Instagram for accounts to post as stories or on their feed
- Increased in-house meme creation by 25% by utilizing my copywriting and editing skills instead of relying on outside creators

### FashionNova

Los Angeles, CA

Intern - Creative Development

September 2022 - December 2022

- Rotated bi-weekly through five departments: Site Merchandising, Buying, Styling, Influencer Marketing, and Social, with a strong focus on Copywriting
- Wrote captions for the Instagram accounts @FashionNovaCurve (4.1m), @NovaKids (621k), @NovaMen (3.1m), and @MavenBeauty (201k), along with creating zodiac blog pieces and editing all promotional emails
- Created unique and catchy product names for the buying team with a focus on dresses, sportswear, and jumpsuits

## LEADERSHIP EXPERIENCE & ACTIVITIES

---

### Shortplayaday.com

Denver, CO

Creator & Founder

May 2020 - January 2021

- Created and designed the website shortplayaday.com and wrote 90+ short plays with a “word of the day” for others to participate in the program
- Implemented one of the scripts into an interactive VR game where I collaborated with the creator on characters, tonality, and location
- Successfully onboarded over 15+ writers to contribute their work to the site and created an online community

## SKILLS & INTERESTS

---

**Computer:** Google Suite, GRIN, Later.com, Monday.com, WordPress, CreatorIQ

**Interests:** Gardening, bike rides, collage, poetry, comedy,