

Jafei Pollitt

Los Angeles, CA | sarahjafeipollitt@gmail.com | (720)-233-1339 | 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, Accounting, Television Arts Writing, The Second City Comedy Studies, 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 utilizing SEO and internal linking optimization
- Managed fast turnaround for pieces up to 3,200 words (1-2 days) accompanied by 32+ 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 2023 - Present

- Revamped ad content for over 70 accounts, cutting over 8 hours of work to under 5 minutes by implementing shared Google Sheets and fostering clear communication with each account.
- Wrote and developed over 252+ creative captions to increase post-interaction and brand awareness
- Sourced and edited over 126+ videos through Grin & Instagram for accounts to post as stories and on their feed
- Enhanced in-house meme production by 25% by leveraging my adept copywriting and editing abilities, thereby reducing dependence on external 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

- Developed shortplayaday.com, writing 90+ short plays with daily prompts for participation.
- Collaborated with the creator of an interactive VR game to implement a script, providing expertise on character development, tonality, and location.
- Facilitated the onboarding process of 15+ writers, fostering a vibrant online community of contributors.

SKILLS & INTERESTS

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

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