

JAFEI POLLITT

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EXPERIENCE

Intern - Creative Development

2022

FashionNova

September - Present

- Rotated bi-weekly through several departments within the company including: Copywriting, Social Media, Influencer Marketing, Site Merchandising, Buying, and Styling
- Wrote Social Copy for the Instagram and Facebook accounts @FashionNovaCurve, @NovaKids, @NovaMen, and @MavenBeauty
- Assisted in the management of models and clients both in person and via email
- Created in-depth creative PowerPoints for influencers, trending styles, and influencer events used by the head of Influencer Marketing

Freelance Writer

2022

WhimsySoul

March - Present

- Wrote SEO Keyword posts for a lifestyle blog reaching 850K readers monthly
- Promoted beauty brands and increased sales with external linking along with strong CTAs
- Executed thorough research of brands and products
- Corresponded with big-name brands like The Ordinary and Olaplex to receive items and test
- Took aesthetic and unique photos to supplement writing

Social Media Copywriter

2022

T'es Belle

May - November

- Wrote and edited Instagram captions for T'es Belle, a short film (@tesbelle_film)
- Crafted unique images to accompany the captions using Canva
- Worked closely with the director to construct a timeline for posts
- Detailed out the voice of the movie with the director to write on-theme posts
- Used effective CTAs and creative taglines to draw in audiences and build hype for the movie release

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%