

Keiana King

Copywriter & Brand Lover

Consider me your friendly, neighborhood marketing nerd creating digital interactions that audiences love. I'm the type to try anything once, as long as I can back it up with research and strategic alignment, and work best in environments with diverse thinkers that work towards equally strategic and creative digital and brand marketing.

✉ keianaking@gmail.com

📞 571-991-6342

🌐 www.keianaking.com

🌐 linkedin.com/in/keiana-king

WORK EXPERIENCE

Digital Marketing Copywriter Sonatype

05/2021 - Present

Software Security Automation & Enablement

Remote

- Writes copy for corporate brand content ensuring consistent voice, tone, and message across video scripts, digital ads, podcasts, emails, landing pages, and social media
- Copyeditor for all digital corporate brand messaging from the demand generation and field marketing teams
- Leads creative strategy for brand campaigns to streamline content strategy across appropriate channels
- Manages project timelines and facilitates campaign execution with design teams, freelancers, and demand generation teams
- Develops ad hoc seasonal campaigns to drive marketing pipeline goals

Content Development Coordinator Blue Ocean Brain

09/2019 - 04/2021

Microlearning SaaS

Remote

- Maintained custom microlearning website content for over 50 clients including graphic design, content mapping, content scheduling, and data tracking
- Collaborated in the UX/UI product design process from user research, prototyping, to testing for new lesson offerings including website features and brain games
- Produced design concepts and maintained production schedules for interactive guides on the topics of racial injustice, diversity and inclusion leadership, and change management
- Managed streamlined processes and task delegation for content requests from external departments of client services, marketing, and sales
- Created microlearning lessons through CMS and UI design elements including graphic elements that align with lesson content and promote engagement

Operations Associate Smithbucklin

09/2017 - 09/2019

Non-Profit Management

Washington, DC

- Executed social media and email marketing campaigns for two client organizations including content strategy and data reporting used to drive consumer engagement
- Managed ad production for 1 monthly and 2 quarterly digital newsletters including the coordination of invoicing, scheduling, and execution of ad placement
- Coordinated production for 2-4 webcasts each month. Included scheduling and invoicing for incoming webcast requests, produced marketing copy for website, email, and social media
- Maintained regular website updates including copywriting and SEO audits using two content management systems

Management Trainee Enterprise Holdings

05/2016 - 08/2017

Richmond, VA

- Controlled the coordination and production of in-store marketing materials for new van offerings, distributed to and used by 5 central Richmond branches
- Drove sales using creative and need-based techniques while developing an interpersonal relationship with customers, creating repeat business

SKILLS

Content Strategy

Copywriting

Project Management

Brand Management

Project Planning

Campaign Management

CMS

Digital Strategy

Copyediting

Brand Strategy

Social Media

Website Design

Creative

Positive

Detail Oriented

Storytelling

Email Strategy

Asana

Graphic Design

TECHNICAL SKILLS

Copywriting

Telling stories in blogs, emails, videos, ads, websites, podcasts, and anything else I can get my hands on.

Graphic Design

Canva, Adobe Photoshop, Adobe Illustrator

Programming Languages

HTML/CSS, JSON

EDUCATION

Certificate for Women's Entrepreneurship

Cornell University

05/2021 - 08/2021

Bachelor of Science in Marketing, Product & Brand Management

Virginia Commonwealth University

05/2016

cum laude

Baccalaureate Certificate in Product Innovation

VCU DaVinci Center Product Innovation

05/2016