



Emily Lentz

Freelance copywriter, social media manager and online content creator

I am a freelancer with three years of online copywriting and content creation experience. My skills come from a variety of different jobs, including two years of newsroom experience as a journalist, two years as a copywriter in the medical and dentistry field and two years working with brands to build their online presence.



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Education

University of Missouri- 2020

*Bachelor's Degree in Arts and Culture Journalism
Minor in French Language*

Work Experience

The Initial Design | Jan 2021

Social Media Content Creation

- create themed social media posts.
- focus on logo and product visibility,

Gemma Rose Dog Bakery | Dec 2020 - Present

Social Media Content Creation & Management

- create social media posts and upload them consistently.
- proofread and edit captions.
- edit web copy.
- create social schedules across platforms.

Popular Doodle | Nov 2020 - Present

Freelance Writer

- write articles based on submitted prompts.
- incorporate SEO and links, write at specific reading level.
- keep voice consistent and follow basic template.

A Bliss Mind | Sept 2020 - Present

Marketing and PR

- create daily social media content consistent with client's brand aesthetic.
- write captions for posts
- pitch content ideas
- help client write and edit website copy

Marketing By SOS | Dec 2018- Jan 2020

Freelance Copywriter

- wrote and edited blog posts, website and email content for clients across the U.S.
- communicated remotely with teams
- conducted independent research

Vox Magazine | Aug 2019 - May 2020

Digital and Print Editor

- pitched and executed story ideas
- edited completed work for grammatical and usage errors
- ran social accounts and tracked weekly analytics.
- communicated with team leaders and members
- produced content consistent with Vox brand

Hard Skills Summary

- Adobe XD, Illustrator, Premiere Pro, Photoshop and Audition
- Copywriting and Editing
- Social Media Strategy
- Online Data Analytics
- Content Creation
- Brand Identity Creation

Selected Affiliations and Accomplishments

- 2016 Virginia Worth Distinguished Speaker Award
- Comedy Wars- University of Missouri
- The Crossing Youth Ministries- Columbia, MO

