



# AIMEE "ALEX" CARON

## COPYWRITER & EDITOR

### Profile

I offer expert knowledge in writing and editing with advanced abilities in marketing and proficiency in administrative management. I am a self-motivated and progress-driven individual with diversified and well-rounded work experience.

## CURRENT ROLES

### MANAGING EDITOR

SEO Design Chicago

**Feb 2022 - Current**





- Wrote and edited an abundance of SEO content and lead workshops for staff and interns to improve their skillset in this field.
- Ensured all client articles were assigned in a way that maximized efficiency and guaranteed all work was completed for their deadlines.
- Instituted writer check-ins to ensure all individuals felt supported and fully understood the expectations of their assignments.
- Established new formatting for our staff writing assignment tracker.
- Managed all content writing interns, aiding in the growth and development of inexperienced marketing writers.

### ADMINISTRATIVE & MARKETING MANAGER

Zocalo Coffeehouse

**Nov 2021 - Current**

- Oversaw coordination of special projects, executive meetings, and company/public relations.
- Built & implemented a project management system to align and maintain project scopes.
- Established consistent media presence on all company platforms including Facebook, Instagram, and Email Newsletters.
- Managed all company accounting.
- Wrote and edited documentation, manuals, newsletters, and social media content.

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## EDUCATION

### B.A. THEATRE HISTORY & PERFORMANCE TEXTS.

Marymount Manhattan College

**2015-2018**

## SKILLS

- Copywriting & Editing
- SEO
- Social Media
- Project Coordination
- Project Timeline Management
- Administrative Organization
- Attention to Detail
- Management & Leadership
- Data Analysis
- Customer Focus
- Clear Communication & Accountability
- Microsoft, GSuite
- WordPress, AHRefs



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**BLOG POSTS**



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**MARKETING PLAN**



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## SECTION THREE

**WEBSITE COPY**



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## SECTION FOUR

**INTUITIVE READINGS**



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## SECTION FIVE

**ACADEMIC WRITING**