

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

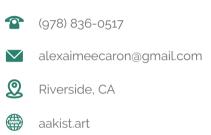
- Wrote and edited an abundance of SEO content and lead workshops for staff and interns to improve their skillset in this field.
- Ensured all client articles were assigned in a way that maximized efficiency and guaranteed all work was completed for their deadlines.
- Instituted writer check-ins to ensure 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.



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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Athena and Gender: A Study of the Constructed Masculinity of a Goddess



SECTION ONE blog posts



SECTION TWO

MARKETING PLAN



SECTION THREE WEBSITE COPY



SECTION FOUR intuitive readings



SECTION FIVE

ACADEMIC WRITING