



# HALEY FORTE

## SENIOR COPYWRITER

### About Me

A highly skilled and deadline-oriented creative copywriter, social media manager, storyteller, and editor with 7 years of experience crafting superlative branded omnichannel content and optimized web copy for multiple industries, backed by proven metrics. Experienced in growing social presences of small businesses on socials and revenue for established companies with strategic copy and content.

### EXPERIENCE

#### SENIOR COPYWRITER

Citibank through Tonic3

9/2024 - PRESENT

- Worked with stakeholders to craft compelling social media messaging across LinkedIn, Instagram, and Facebook.
- Collaborated with design on animated and static social media posts alike while adhering to Citi brand guidelines and pushing for utilizing the latest social trends to increase audience interaction on our posts.
- Wrote net-new fintech copy for CBOL and MBOL banners with challenging character and legal restrictions for the Citi Personal Wealth team.
- Partnered with a tenured copywriter to brainstorm ideas to improve the Citi Shop message.

#### FREELANCE COPYWRITER

Robert Half

11/2017-10/2020,  
2/2024 - 7/2024

- Crafted SEO copy for PDP pages, implemented copy standardization initiatives, and crafted general and promotional webpage copy for a client in the tool manufacturing space.
- Wrote and edited branded, informative, and engaging SEO-compliant copy for blog posts, ensuring correct keyword density for B2B & B2C retail clients.
- Liaised with the sales team of an international food management client to create technical proposals that grew revenue by \$2.7+M.
- Created engagement-focused copy for marketing initiatives including print catalogs, email blasters, product descriptions, promotional video scripts, and long-form blog content.
- Collaborated with graphic designers to create content for seasonal promotions and new product launches for a household lifestyle brand's retail arm.

#### MARKETING STRATEGIST

Self-employed

4/2022 - 2/2024

- Defined social media content and other creative marketing strategies for small businesses, bolstered by insights to drive conversions.
- Increased a client's social media reach by 2.8k% on Facebook and 1.5k% on Instagram from April 2022 - February 2024.
- Created social media content such as copy and graphics.
- Developed scripts for Stories and Reels.
- Scheduled content deployment through Agorapulse and Meta Business Suite.
- Crafted a brand handbook backed by industry insights using Canva.
- Streamlined web and product copy, ensuring SEO compliance.
- Engaged with customers to promote brand awareness as community manager.

(803) 412-9113

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Rock Hill, SC

Portfolio

### EDUCATION

#### BACHELOR OF ENGLISH

UNIVERSITY OF SOUTH  
CAROLINA

2011 - 2015

### SKILLS

- Intradepartmental collaboration
- Search engine optimization
- Copywriting
- Proofreading
- Copy editing
- Content creation
- Scriptwriting
- Cross-channel marketing
- Market research
- Marketing strategy
- Project management
- Internal/external communications
- Social media management
- Community management
- Digital marketing analytics

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### EXPERIENCE

#### COPYWRITER

Meta Technologies through JBC Connect

7/2021-12/2022

- Wrote promotional messaging based on approved product narratives for internal and external stakeholders.
- Copyedited PowerPoints, emails, case studies, promotional scripts, landing pages, and more.
- Crafted content for emails and email campaigns scaled globally for the Meta Business Partner program.
- Collaborated with stakeholders and designers to create marketing collateral.
- Wrote copy for ads, one-sheets, landing pages, push notifications, eBooks, FAQs, pop-up messages, and monthly newsletters.
- Applied updated branding guidelines to existing and new collateral.

#### COPYWRITER

Promotion LA

11/2020-7/2021

- Created unique search engine optimized (SEO) long-form blog posts and managed social media accounts for clients.

#### PROPOSAL WRITER

Avasant

10/2019-6/2020

- Coordinated proposal development with consultants and developed custom strategic responses to RFP opportunities.
- Managed a proposal resource library within Salesforce.

### TECH PROFICIENCIES

- Microsoft Office.... *Expert*
- G Suite..... *Expert*
- Slack..... *Expert*
- Salesforce..... *Intermediate*
- Hootsuite..... *Expert*
- Agorapulse..... *Expert*
- Canva Pro..... *Expert*
- Moz..... *Intermediate*
- Keyword.io..... *Intermediate*
- Semrush..... *Intermediate*
- Salesforce..... *Beginner*
- Meta Business Suite *Intermediate*
- Adobe InDesign..... *Proficient*
- Adobe Acrobat..... *Expert*
- Wix..... *Proficient*
- WordPress..... *Proficient*