

JOELLE SMITH

✉ JoelleLSmith@gmail.com  JoelleLSmith.com

[PetSmart](#) | Packaging Copywriter

Sep 2019 - Current

- Brainstorm, edit and optimize copy for proprietary brand packaging
- Partner with designers, product developers and brand managers to craft compelling messaging
- Proof packaging copy, ensuring language consistency

[Spectrum Veterinary](#) | Marketing Associate

Mar 2018 - Aug 2019

- Designed automated email workflows and monthly campaigns
- Co-produced patient result and treatment booklets
- Assisted in the rebranding and migration process to company-wide site
- Raised Facebook page likes by 9% and managed paid social promotion
- Oversaw Google Ads Search and Display campaigns

[Rodale Inc.](#) | *Prevention* magazine, Social Media Editor

Feb 2017 - Feb 2018

- Increased Instagram following by over 40% and garnered more than 130,000 additional Facebook page likes
- Teased editorial content on Facebook, Twitter and Instagram
- Tracked high-performing content and composed weekly analytics reports
- Managed paid Facebook campaigns, maintaining low CPCs

[Rodale Inc.](#) | *Men's Health* magazine, Assistant Editor

May 2016 - Jan 2017

- Pitched and wrote weekly online stories
- Teased editorial content on Facebook, Twitter and Instagram
- Adapted stories from other Rodale brands into the *Men's Health* voice
- Optimized old stories to meet updated SEO guidelines

[CBS Pittsburgh](#) | News Intern

Jan 2016 - Apr 2016

- Scripted teasers, introductions and closings for the morning talk show
- Produced a featured story for the evening news broadcast

[University of Pittsburgh](#) | Marketing Intern

Jan 2015 - Apr 2016

- Co-produced an e-newsletter sent to over 19,000 students
- Developed press releases for local media outlets

[CBS Evening News](#) | News Intern

Jun 2015 - Aug 2015

- Collaborated with producer and correspondent to coordinate shoots
- Formulated feedback and curated story pitches for producer

[Pittsburgh Magazine](#) | Editorial Intern

May 2014 - Aug 2014

- Collaborated on more than 30 entries for the magazine's blogs
- Fact-checked extensive print features and app content

[Observer-Reporter](#) | Editorial Intern

May 2014 - Aug 2014

- Penned more than 20 articles and shot photos/videos for stories

SKILLS

Design + Creation

Adobe Creative Cloud | Canva | iMovie

Social Media

Sprinklr | Hootsuite | CrowdTangle | Facebook Ads Manager (basic)

Web + CRM

HubSpot Marketing Hub | WordPress | HTML/CSS (basic) | Google Analytics (basic)

Email

MailChimp | SendPulse

Search

SEO (basic) | Google Ads (basic)

Project Management

Workfront

EDUCATION

University of Pittsburgh (2016)

B.A. Nonfiction Writing

B.A. Communication

Certificate in Digital Media

Cumulative GPA: 3.90

HONORS + AWARDS

University Scholar (2015)

- Awarded to the top 2% of undergraduate juniors and seniors

Scholarships

- Heinz Endowments Grant
- PittAdvantage Grant
- Lehigh Valley Educators Credit Union Scholarship
- Rodale Scholarship
- Ambrosio Award