


# JOELLE SMITH

 [JoelleLSmith.com](http://JoelleLSmith.com)

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**2021 - TODAY**  
**SENIOR CONTENT DESIGNER**  
[PNC Bank](#)

Develop content in experiences that millions of customers will use

Partner with experience designers, product owners, quality assurance specialists, accessibility coaches, business systems analysts and developers

Gather and apply insights from competitive analyses and research

 Use [InVision](#), [Confluence](#) and [Jira](#)  Received [8 Spotlight Awards](#)

**2019 - 2021**  
**PACKAGING COPYWRITER**  
[PetSmart](#)

Wrote or edited packaging for 1,500+ products and associated materials

Co-led content creation for 3 new brands, 3 brand refreshes and a product line

Helped coordinate workload with 2 contract writers

 Used [Workfront](#)  Received [15 PlayUp Awards](#) and a [Silver Vertex Award](#)

**2018 - 2019**  
**MARKETING ASSOCIATE**  
[Spectrum Veterinary](#)  
*(acquired by Nextmune)*

Produced 15 email newsletters with a ~28% open rate for ~4,000+ clinics

Created 4 email workflows customized for prospective and current clients

Raised Facebook page likes by 9% – managing all paid and organic social

 Used [HubSpot Marketing Hub](#), [Adobe Creative Cloud](#) and basic HTML/CSS skills

**2016 - 2018**  
**SOCIAL MEDIA EDITOR**  
[Prevention magazine, Rodale Inc.](#)  
*(acquired by Hearst)*

Increased Instagram following by 40%+ by re-shaping posting strategy

Raised 130,000+ additional Facebook page likes – maintaining 40+ posts per day

Kept average Facebook cost per click below 4 cents with ~\$5,000 monthly budget

 Used [Sprinklr](#), [CrowdTangle](#) and [Google Workspace](#)

**ASSISTANT EDITOR**  
[Men's Health magazine, Rodale Inc.](#)  
*(acquired by Hearst)*


Produced 35 pieces – including a [profile driving 32,000+ clicks](#)

Interviewed [notable researchers, doctors](#) and an ["Ice Road Truckers" star](#)

 Used [Sprinklr](#), [Drupal](#) and basic SEO skills

**2022**  
**CERTIFICATE IN UX**  
[Nielsen Norman Group](#)

Completed 30 hours of training and exams in application design for web and desktop, visual design fundamentals, information architecture and more

 Earned a specialty recognition in Interaction Design


**2016**  
**DUAL DEGREE**  
[University of Pittsburgh](#)

B.A. in Nonfiction Writing

B.A. in Communication

Certificate in Digital Media

Pursued 10 internships at [CBS Evening News](#), [CBS Pittsburgh](#), [Pittsburgh Magazine](#), [The Observer-Reporter](#), [University of Pittsburgh](#) and more

 Achieved a 3.90 cumulative GPA