

YNESSA RHODES

COPYWRITER

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EDUCATION

Savannah College of Art and Design
B.F.A in Advertising & Branding

EXPERIENCE

Laundry Service | 8/21-Present

Copywriter

Brainstormed on some fun ideas, researched 'em, then wrote engaging social copy for Meta, Nike, and Android.

Wrote informational guides for a Gen Z focused Facebook group with topics including mental health, supporting women-led communities, and promoting inclusion.

@notesappoem | 7/19-Present

Social Media Curator

Owned social media presence on instagram, growing a following of over 90k.

Scheduled and curated all social media posts to grow an audience.

Monitored analytics to drive engagement.

Ex Libris Bookstore | 9/19-9/20

Customer Service Representative

Demonstrated attention to detail by maintaining the proper knowledge about the due dates and new policies that we have to further assist customers.

CAPABILITIES

*Adobe Creative Suite
Microsoft Office
Branding & Identity
UX Research & Iteration
Coding Basics*

BONUS

*Socially-Conscious
Culturally-Sensitive
Collobarative
Self-Motivated
Organized
Big Heart*

RECOGNITION

SCAD Dean's List