

CONTACT

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🌐 <https://emilylosasso.com>

EDUCATION

2014-2018

FLORIDA STATE UNIVERSITY

Bachelor of Arts & Science

Specializing in English: Editing,
Writing and Media



EXPERTISE

- Copywriting
- Social Media Campaigns
- Branding
- SEO
- Content Creation
- Digital Marketing Strategy

TECHNICAL SKILLS

- Proficient in all social media suites & management softwares
- Canva
- Microsoft Office
- Ad Campaigns
- Tracking & analytics tools
- Problem Solving
- Project Management

★ **WELL VERSED IN ALL SOCIAL MEDIA PLATFORMS**



EMILY LOSASSO

Copywriter & Social Media Specialist

I like to think of myself as a chameleon when it comes to writing. I can create content for any brand, in their voice, and make it enticing to their audience. I have a passion for creating witty and eye-grabbing content! I'm always ready to take on a new role, let's work together!

WORK EXPERIENCE

INFLUENCER & SOCIAL MEDIA COORDINATOR

The Licursi Group

2022- Present

- Manage and create content for clients across all social media channels.
- Engage with audience on social media platforms.
- Identifying and partnering with creators who fit with the clients brand identity.
- Assist with Influencer marketing campaigns.
- Complete end of month reports for clients.

SOCIAL MEDIA CONTENT WRITER

Dash of Social

2022- Present

- Create monthly content calendars for 10-12 businesses.
- Develop monthly creative briefs for each business.
- Design graphics for social media content.

MARKETING SPECIALIST & COPYWRITER

Splash and Dash

2021- 2022

- Development targeted branding and marketing strategies.
- Write press releases, create media kits promoting the Splash and Dash brand as franchise opportunities.
- Social media engagement strategy planning and execution for Splash and Dash corporate and franchise locations.
- Create content for franchise and consumer blog.

SOCIAL MEDIA SPECIALIST & COPYWRITER

Honor Yoga

June 2021- December 2021

- Manage and create content for Honor Yoga corporate and franchise social media platforms.
- Write and design monthly newsletters for non-members and members.
- Create and publish social media ads.
- Send and create company advertising text messages.