

ANGIE ELSOKARY

COPYWRITER



SKILLS

- Proficient in: Google Suite, Microsoft Office, Figma, and Asana
- Copywriting skills: Brand development, brand storytelling, marketing campaign collaboration, social media management, email marketing, customer persona development, research, fact-checking and proofreading
- Interpersonal skills: Public speaking, presenting, time management, collaborating and problem-solving

EDUCATION

New York University

2009 - 2013

Bachelor of Science

Media Culture & Communication


Montclair State University

2015 - 2018

Master of Arts


Teaching English & Special Education


PORTFOLIO

 www.byangiee.com

CONTACT

 angieabdel4@gmail.com

 (973) 650-2232

 Springfield, NJ

WORK EXPERIENCE

Organic

COPYWRITER | MAY 2022 - PRESENT

Clients:

FORD MOTOR COMPANY

- Wrote over 30 marketing and transactional CRM emails.
- Adapted and assimilated the brand voice and tone, ensuring consistency across all email communications.
- Collaborated to conceptualize and create a contemporary email template to better display Ford products and services, ultimately boosting click-through and conversion rates.

BUILDSUBMARINES.COM

- Successfully crafted all copy elements for the new BuildSubmarines website - www.buildsubmarines.com
- Developed engaging content from scratch, extensively researching submarine manufacturing to ensure accurate descriptions of technical job roles and responsibilities.
- Produced original content, including news articles, for the website newsfeed.

ELANCO ANIMAL HEALTH

- Contributed to the creation of a comprehensive advertising campaign for the launch of Credelio Quattro, flea and tick medication.

ORGANIC

- Played a key role in the brand redesign of Organic following an agency merger.
- Produced compelling copy for the updated website, social media channels, and new business pitch decks, aligning with the redefined brand identity.

EL POLLO LOCO

- Led the creation of persuasive copy for a winning new business pitch for fast-food restaurant chain El Pollo Loco.
- Contributed to the development of a comprehensive 360-degree marketing campaign and brand redesign by crafting copy for social media channels, print materials, website content, and emails.

Creative Stars NY

FREELANCE COPYWRITER | JULY 2020 - JUNE 2022

- Developed action-driven website copy tailored to engage both new and existing customers, effectively communicating each brand's value proposition.
- Incorporated SEO keywords to improve online visibility and attract organic traffic.

Eastlake Elementary / H.B. Whitehorse Middle School

ENGLISH SPECIAL ED TEACHER | SEPTEMBER 2018 - MAY 2022

- Demonstrated expertise in effectively instructing a diverse classroom of 3rd, 4th, and 5th-grade students with language & learning disabilities.