

ANGIE ELSOKARY

Copywriter

Portfolio: www.byangiee.com • angieabdel4@gmail.com • 973-650-2232 • Springfield, New Jersey

WORK EXPERIENCE

AMSIVE

Senior Copywriter

Remote
May 2024 - Present

BlueCross BlueShield of Alabama / McLaren Medicare:

- Developed persuasive email and direct mail copy to promote Medicare Advantage plans, driving enrollment during the Annual Enrollment Period.

University of Tennessee Knoxville:

- Designed a digital ad campaign for UTK's new Vols Online degree program.

Mederma:

- Created a compelling digital ad campaign to raise awareness of Mederma Cold Sore Patches.

Savings Bank Life Insurance, First Florida Credit Union:

- Crafted targeted direct mail and digital ad copy to engage new customers.

ORGANIC

Copywriter

Remote
June 2022 - May 2023

BuildSubmarines.com:

- Successfully produced all copy elements for the new BuildSubmarines website to attract skilled craftspeople.
- Developed engaging content from scratch, ensuring accurate descriptions of technical roles.

BlueForge Alliance:

- Crafted engaging copy for the revamped BlueForge Alliance website, highlighting key achievements and results to showcase the organization's impact and attract potential employees.

Ford Motor Company:

- Authored 30+ marketing and transactional CRM emails.
- Collaborated to create a modern email template, enhancing the presentation of Ford products and services and boosting click-through and conversion rates.

IBM:

- Developed a comprehensive campaign for IBM's internal LeadNext Leadership Academy, crafting compelling landing pages, email campaigns, LinkedIn ads, and in-office signage.

El Pollo Loco:

- Led the creation of persuasive copy for a winning new business pitch for the fast-food chain El Pollo Loco.
- Crafted copy for a 360-degree marketing campaign and brand redesign across various platforms including social media channels, print materials, website content, and emails.

Empire Today:

- Spearheaded compelling copy for a brand redesign for Empire Today flooring.

Organic:

- Played a key role in the brand redesign post-agency merger and produced compelling website copy.

EASTLAKE ELEMENTARY SCHOOL / H.B. WHITEHORNE MIDDLE SCHOOL

English Special Education Teacher, Grades 3-5

Parsippany, NJ
September 2018 - June 2022

EDUCATION

NEW YORK UNIVERSITY – Bachelor of Science Media Culture and Communication

2009 - 2013

MONTCLAIR STATE UNIVERSITY – Master of Arts Teaching English and Special Education

2015 - 2018

SKILLS

- Proficient in Google Suite, ChatGPT, Figma, Asana, and Microsoft Office
- Copywriting skills: Brand development, social media management, email marketing, direct mail marketing, digital ad creation, video script writing, research, and proofreading
- Interpersonal skills: Public speaking, presenting, time management, collaborating and problem-solving