**ALEXA KWIATKOSKI**

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# SUMMARY

Detail-oriented writer and content designer with 9+ years of experience in B2B and B2C marketing. Proven record of delivering compelling and results-driven copy for Fortune 500 clients. Demonstrated skills in UX writing, SEO, content strategy, proofreading, and social media management.

# EDUCATION

**The Johns Hopkins University** *Baltimore, MD*

Bachelor of Arts, May 2013

Major in Writing Seminars

Minor in French

Pi Delta Phi French National Honors Society

**GPA: 3.83**

# SKILLS

**Computer:**

Adobe Creative Suite, Microsoft Office Suite, WordPress, HubSpot, Google Analytics, MailChimp, Asana, Figma

**Language:**

Advanced reading and writing skills in French, proficient speaking ability

in French

# COURSES/

# CERTIFICATIONS

**General Assembly:**

Intro to UX Design

**UX Content Collective:**

Intro to Figma for

Content Designers

# WRITING AND MARKETING EXPERIENCE

## Brighton Health Plan Solutions | New York, NY

## Copywriter, May 2023-Present

* Build and manage content strategy for Brighton HPS’ different brands and audiences.
* Write byline articles on trending healthcare and employee benefits topics for company President, CPO, CMO, and CEO.
* Draft email communications to support client retention and business growth.
* Work with graphic designers and IT department to develop and maintain web portal for health plan members and providers.
* Draft corporate communications and maintain internal DEI webpage to inform employees about upcoming events and initiatives.

## SundaySky | New York, NY

## Content Designer, Oct. 2021-Jan. 2023

* Developed and executed video scripts for Fortune 500 clients including Verizon, Aetna, AT&T, and Morgan Stanley.
* Collaborated with clients to create compelling stories to achieve their marketing goals, such as boosting customer engagement, reducing customer service costs, and increasing renewals.
* Utilized SundaySky’s video platform to incorporate client data and implement logic-based conditions to produce dynamic, personalized videos at scale.
* Worked closely with corporate brand stakeholders and the SundaySky design studio to ensure all creative aligned with the video script and logic.
* Led training sessions for new clients on how to use SundaySky’s software to create personalized videos independently.

## Terra | New York, NY

## Content Manager, June 2020-Oct. 2021

* Collaborated with company leadership to craft and execute comprehensive editorial and creative strategies for a diverse book of accounts.
* Commissioned and edited both short and long form content such as blog posts, graphics, brochures, and digital stories.
* Guided the ongoing success of a team of Content Associates.

## Sr. Editorial Associate, June 2019-June 2020

* Edited and managed the work of internal and freelance content writers.
* Maintained editorial and social media responsibilities as Content Associate.

## Content Associate, April 2018-June 2019

* Wrote articles, case studies, white papers, and digital stories for a variety of clients on topics from logistics to healthcare to financial technology.
* Created content for social media and oversaw clients’ accounts on LinkedIn, Instagram, Facebook, and Twitter.

## AFS-USA | New York, NY

## Copywriter, June 2015-Apr. 2018

* Served as primary content creator for study abroad blogs and websites.
* Drafted email communications to potential study abroad applicants, program alumni, and host families.
* Developed ad content for use across print and digital media channels, on both a national and local level.
* Oversaw and edited the work of external copywriters.