

ALISON GIPS

Copywriter. Social Strategist. Pun Enthusiast.

EXPERIENCE

FREELANCE COPYWRITER / STRATEGIST, Self-Employed

New York, NY | February 2021 - Present

- Write copy for product packaging, websites, email newsletters, and social media platforms for a variety of clients.
- Engage in ideation, research & strategy sessions with clients to facilitate brand building initiatives and marketing objectives.
- Develop voice & tone guidelines for company rebrands.

SOCIAL MEDIA MANAGER, Glow Social & Digital Agency

New York, NY | December 2020 - February 2021

- Liaise with clients to ensure we're optimized to meet business objectives, including Apple TV, HBO, Showtime, Hulu, Spotify Music, YouTube, Facebook, I Can't Believe It's Not Butter!, I Love NY, Westminster Kennel Club.
- Establish full campaign strategies and tactics; ie: voice & tone development, platform strategy, campaign flighting, content themes for creative assets, and talent activations.
- Write on-brand, engaging, and insight-driven social copy across 5+ entertainment accounts.
- Manage editorial calendars & schedule/publish content across owned social media channels.
- Support creative team with scripting videos for snackable, custom social content series.
- Editor-in-Chief of weekly industry newsletter; plan topics, oversee staff of writers, provide copy feedback -- increased newsletter opens by 21.4%.
- Foster online communities and perform daily community management; identify trends/culturally relevant moments to engage and elevate on social.
- Lead weekly client calls and provide on-the-spot actionable insights and strategic recommendations.
- Conduct weekly reports tracking client KPI's; update clients on the effectiveness of social tactics, review creative wins/opportunities, and recap social listening findings.
- Collaborate with Account and Design teams to ensure projects stay organized and meet delivery schedule.
- Participate in live event coverage, including on-site content capture, community management, and real-time Instagram Story creation.

ASSOCIATE SOCIAL MEDIA MANAGER, Glow Social & Digital Agency

New York, NY | September 2019 - December 2020

ASSOCIATE SOCIAL PRODUCER, Glow Social & Digital Agency

New York, NY | October 2018 - September 2019

SOCIAL MEDIA INTERN, Glow Social & Digital Agency

New York, NY | June 2018 - October 2018

EDUCATION

Bachelor of Arts, James Madison University | May 2018

Majors: Communication Studies; Public Relations & Media Arts & Design; Interactive Design

CONTACT

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New York

SKILLS

SOCIAL MEDIA

Instagram, Twitter, Facebook, TikTok, Pinterest, LinkedIn, Snapchat, YouTube, Reddit; Sprout Social, ListenFirst, Tweetdeck, Hootsuite, Buffer, Google Analytics

SOFTWARE

Adobe: Photoshop, Illustrator, InDesign, Premiere Pro; Trello, Asana, Microsoft Office, Google Suite

WEB

Mailchimp; WordPress; HTML & CSS; Wix; Bootstrap

ETC.

Digital Copywriting
Voice & Tone Development
Social Media Strategy
Community Management
Influencer Marketing
Client Communication
Copy Editing
Public Speaking
Project Management
Trendspotting
Time Management
Creative Concepting
Amazing Alliteration
Comedic Relief