

# HALLE GEORGE

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## WRITING & MARKETING EXPERIENCE

### **The Media Grind - Los Angeles, CA**

Jan. 2022 - present

#### *Senior Copywriter*

Wrote organic and paid social campaigns for multiple agency clients in the entertainment, alcohol and tech industries. In addition, wrote out-of-home print advertisements, conducted competitor research, and executed experiential marketing campaigns.

### **Six Flags - Cambridge, MA**

Feb. 2021 - Jan. 2022

#### *Copywriter & Social Media Strategist*

Copywriter on the corporate team. Responsible for creating national brand voice and unified social media strategy for twenty-seven parks and a global B2C audience of five million across platforms. Produced all content for brand Twitter, Facebook, Instagram, TikTok, and LinkedIn. Extensive experience collaborating with cross-functioning creative teams and 3rd party vendors.

### **Google - Cambridge, MA**

Jan. 2019 - Feb. 2021

#### *Copywriter & Social Media Strategist*

Contracted role. Responsible for writing, editing, and launching all content for the Qwiklabs team's PR deliverables, new features, and existing programs. This includes short-form social media as well as long-form B2C blogs, emails, and scripts for the Qwiklabs YouTube videos. Tracked analytics and optimized audience growth. After one year, took on additional responsibilities coordinating a team of four data analysts and support technicians.

### **Massachusetts Life Sciences Center - Waltham, MA**

Jun. 2018 - Aug. 2018

#### *Intern - Copywriter*

Temporary Position. Copywriter and content creator for the NGO. Developed messaging, talking points and speeches for MLSC staff consistent with brand messaging. Organized key marketing photoshoots and photography planning. Web content management. Art design and copywriting for company social media and print material.

### **Olin College - Needham, MA**

Summers May 2014 - Aug. 2017

#### *Intern - Communications and Marketing Department*

Summer internship over multiple years. In charge of social media (Facebook, Twitter, Instagram, Exposure, etc.) Wrote press releases and articles on college events for Olin website. Maintained database of college media coverage from 2013-2017.

## SKILLS

Writing, editing, and proofreading; Search Engine Optimization (SEO); MS Office Suite; Adobe Photoshop; Sprinklr; Google Analytics; CRM data entry; photo editing; sound recording, editing, and publication; Blocks reporting software; GarageBand; proficient in American Sign Language.

## EDUCATION

### **Ithaca College - Ithaca, NY**

Graduated May 2018

**Major GPA:** 3.8 | Cumulative GPA: 3.5

**Bachelor of Arts** - Creative Writing

**Scholarships:** Flora Brown Award, H. Dillingham Scholarship, Leonard Job Scholarship

**Awards:** Recipient of Whalen Symposium Award for creativity and research in writing

**Relevant Coursework:** Writing for the Workplace, Advertising, Technical Writing, Strategic Communication, Graphic Design