

HALLE GEORGE

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Marketing and communications professional with 9 years experience writing about technology and product for major tech and entertainment brands.

PROFESSIONAL EXPERIENCE

Meta - Los Angeles, CA

Jan. 2025 - Jun. 2026

Head of Copy and Brand Strategist, Meta Social

- Head of copy for the @meta social handles, an audience of 20 million.
- Managed end-to-end in-house content strategy and production, as well as with third-party creators, athletes, and public figures for collaborations. Took on additional work as associate producer and script supervisor on set.
- Wrote text posts, web copy, and video scripts that spoke to our specific audience.
 - Total social media channel engagement rose from 15 million monthly visits to 60 million within the first year.
- Led community management; establishing a clear, concise, and globally resonant brand voice for technical communications, ensuring complex topics are understood for a global audience.

TikTok - Los Angeles, CA

Oct. 2022 - Jan. 2025

Head Copywriter, Employer Brand Marketing

- Head of copy for TikTok's international employer brand.
- Wrote and published all technical content for blogs, social media channels, hiring websites, internal communications, video scripts, and newsletters.
- Managed social media scheduling with XFN teams to drive talent acquisition, AI adoption, and e-commerce on TikTok through creative global campaigns.
- Gained experience with project management and website design for both the TikTok and its parent company ByteDance's hiring sites, which are visited by over 10 million users annually.

Six Flags - Cambridge, MA

Mar. 2021 - Oct. 2022

Senior Copywriter, Six Flags Global

- Developed the brand voice, style guides, and unified social media strategy for 27 parks and a global B2C audience of 5 million across all social media channels.
 - Grew total followers across X and Facebook by 12% in six months.
- Managed OOH content strategy through newsletters, podcasts, social media content, and radio and print ads. Gained extensive experience building e-commerce campaigns for Six Flags online retail opportunities.
- Collaborated with XFN creative teams and 3rd party vendors. Worked with pop culture brands such as DC Comics and Looney Tunes to create deliverables that elevated our brand partnerships.

Google - Cambridge, MA

Feb. 2019 - Feb. 2021

Copywriter

- Wrote all content for the Qwiklabs team (now part of Google's Cloud Learning). This included turning intricate cloud service documentation into accessible PR deliverables, social media content, long-form blog posts, and video scripts.
- CTRs across social posts rose from a monthly average of 7% to 30% over the course of six months.
- After one year, took on additional responsibilities managing a team of four marketing analysts and support technicians.

SKILLS

Podcast recording, editing, and promoting; Technical Writing; Scientific Communication; video production; Content Strategy; AI editing, and proofreading; Figma; Jira; Google Suite; Microsoft Office; Marketo; Canva; Adobe Creative Suite; Sprinklr; Google Analytics; CMS; email marketing.

EDUCATION

Ithaca College - Ithaca, NY

Graduated May 2018

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

Bachelor of Arts - Creative Writing, minor in Integrated Marketing/Communication