

HALLE GEORGE

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COPYWRITING & MARKETING EXPERIENCE

TikTok - Los Angeles, CA

Oct. 2022 - present

Senior Copywriter & Content Manager

Conceptualize and create content for international Employer Brand team. My work includes crafting copy for social media, career site blogs, hiring websites, newsletters, and other internal communications. I partner with graphic designers and marketing teams to provide additional strategic positioning and content creation for regional LATAM, APAC, ANZ, and AMS teams.

The Media Grind - Los Angeles, CA

Jan. 2022 - Oct. 2022

Senior Copywriter

Wrote organic and paid social media 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

Dec. 2018 - Feb. 2021

Copywriter & Social Media Strategist

Responsible for writing, editing, and launching all content for the Qwiklabs team's PR deliverables, new features, and existing programs. This included 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.

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