



ALESSANDRA PAUL

Copywriter and Multimedia Specialist

My name is Alessandra; I create digital content and specialize in multimedia communications. I am here to make your life easier whether you need social media management, a script, blogging, digital marketing, or research.

EDUCATION

2014 - 2017

Academy of Art University

- Bachelor's of Fine Arts in Communications and Media Technologies

2021-2023

Academy of Art University

- Masters of Fine Arts in Communications and Media Technologies

SKILL

Social Media Management
100%

Copywriting
100%

Translation SPA-ENG- IT
100%

Editing
100%

Journalism & Blogging
100%

EXPERIENCE

2021 - Current

DuartePino

Junior Copywriter/Content

- Led campaigns and various projects, from rebranding to social media calendars, storytelling, website copy, blogs, extensive research, and publishing long-form content.

2019 - 2020

Global Basecamps

Operations Coordinator & Marketing

- Managed social media platforms and quality design. I also did marketing-related tasks such as meta-tags, SEO, blogging (keyword SEO driven), media creation/editing, copywriting, packages, guides, and helping with campaigns. When I was not doing media, I wrote packages to sell to VIP clients for their next trip. As well as inputting database information such as leads and beyond.

CONTACT

+19254900825

Alepaulm6@gmail.com

www.alessandrapaul.com

Cooperstown, NY - Remote