

# LORI-ANN THOMAS

WRITER

## CONTACT

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🌐 <https://loriannthom.wordpress.com>

## SKILLS

Email Marketing  
Content Strategy  
Proficient with SEO practices  
Consistent Brand Messaging  
Blog Writing  
Researching  
Attention to Detail  
Editing Marketing  
Campaign Support  
Social Media Content  
Writing Web Page Creation  
Editing  
Google Suite  
Detailed oriented

## EDUCATION

**BSc- Psychology**

**University of the West Indies**

2014-2017

**MSc Logistics and Supply Chain Management**

**Caribbean Maritime University**

2021- in progress

## PROFILE

Content writer with five years of commitment to creating high-quality and original content. Experienced in a range of writing techniques with primary focus in long form and short form copy writing including: adverts, web content, and articles. Dedicated to converting casual browsers into loyal customers.

## WORK EXPERIENCE

### Copywriter

Marketing Plus 10/2020-01/2023

- Produced original, creative content for promotional advertisements and marketing materials.
- Monitored metrics related to content.
- Developed long-term content strategy + SEO-driven supporting content
- Wrote advertising copy for online content, adhering to employers' brand identity and personality.
- Use SEO practices to optimize articles and increase visibility
- Prepared long-form blog articles that describe SaaS client products
- Assisted with creative planning and review sessions
- Incorporated SEO keywords into copy to increase search result rankings.
- Edited content to conform to company-wide branding
- Shaped language and tone used in SEO blogs
- Reviewed and edited final copy for accuracy

### Digital Marketer

Juici Beef Limited 02/2018-04/2020

- Executed digital e-commerce marketing strategy, SEO and SEM and social media content.
- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Interview clients, industry experts and internal teams
- Prepare campaign reports and digital marketing strategies.
- Administered marketing calendar and posted new content with product and service releases.
- Created social media content with consistent content and tone.
- Increased customer engagement through social media.
- Developed marketing content such as blogs, and advertisements for social media.
- Improved page content, keyword relevancy, and branding to achieve SEO goals.