

305-923-6609

WWW.LINKEDIN.COM/IN/JHLECHIA

JHLECHIAE@GMAIL.COM

Copywriter

JHLECHIA ERVIN

PERSONAL OBJECTIVE

As a perpetually curious digital marketing professional, I strive to find new and authentic methods of connecting to people -- not demographics, not audiences -- but people. I am eager to contribute my tenacity to a company that values innovation, leads with integrity, and is committed to making a lasting, positive impact.

WORK EXPERIENCE

DEC 2021 - PRESENT

Content Manager, Hyphen

- Developed brand voice and style across all channels including print, digital, web, and email
- Implemented customer acquisition strategies that improved conversions 30% year-over-year
- Conceptualized and executed creative ideas for consumer facing content and campaigns
- Examined key customer touch points to identify opportunities for journey optimization
- Launched retention programs, engaging 28% of customers and enhancing brand relationships
- Generated A/B testing campaigns to drive greater incremental conversions across campaigns

APRIL 2021 - JAN 2023

Digital Marketing Strategist (Self-Employed), JQ Creative Co.

- Designed and implemented tailored solutions to meet specific client objectives and goals
- Wrote compelling, story-driven copy to establish strong and distinct brand voices
- Built landing pages to educate and funnel audiences towards a singular call-to-action
- Planned and executed email campaigns to accommodate every stage of the customer journey
- Published original content for 8-10 clients simultaneously, maintaining brand values
- Engaged in ongoing reporting to measure success, and harness insights for improvement

FEB 2020 - NOV 2022

Content Coordinator (Part-Time), The Speedwell Collab

- Conceptualized and created original graphics to align with and promote brand identity
- Executed campaigns, contributing to 40% of attendance for regional and national events
- Developed and executed strategies to increase social following and follower engagement
- Staged photos for key brand occasions, enhancing visibility and increasing awareness
- Crafted long and short-form copy that effectively conveyed brand vision and voice
- Consistently tracked KPIs and delivered insights to pinpoint areas for enhancement

APRIL 2019 - OCT 2021

Digital Marketing Account Manager, Albert Edison Consulting

- Managed tasks for 8-12 clients, consistently delivering within the scope of client agreements
- Cultivated business relationships, establishing clear and effective communication channels
- Oversaw a team of 4, effectively balancing priorities, deliverables and timelines
- Produced quality long and short form inbound marketing assets across various specialties
- Curated regular email newsletters to drive engagement and enhance brand affinity
- Managed social campaigns across multiple brands, ensuring effective strategy and execution

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WORK EXPERIENCE

AUG 2018 - MARCH 2019

Executive Assistant VP Technology, Ryder Systems

- Supported the VP of Technology and a reporting team of 8 Directors and 16 Managers
- Developed and sustained relationships with key internal and external stakeholders
- Managed vital interdepartmental communication and promotional efforts
- Assisted in meeting preparation, documentation and the oversight of ensuing tasks
- Coordinated day-to-day office scheduling and international travel arrangements
- Organized and reconciled monthly expenses for the leadership team

AUG 2014 - AUG 2018

Guest Experience Manager, Royal Pig Pub & Kitchen

- Developed and maintained vital community and vendor relationships
- Spearheaded initiatives to increase customer retention and drive brand loyalty
- Tracked KPI's to manage the success of activations and drive revenue growth
- Managed restaurant social media presence, increasing audience engagement
- Coached and developed the team, maintaining continuity of core values and standards
- Handled guest inquiries and special requests to deliver an exceptional experience

SKILLS & EXPERTISE

- Creative Content & Copywriting
- Customer Experience Optimization
- Customer Retention Strategy
- Hubspot Automation & Reporting
- Cross Team Collaboration
- Project Management

EDUCATION & FORMAL TRAINING

- Florida International University, Miami FL
- Bachelor of Science - Hospitality Management
- January 2010 - August 2012

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