

Khari Pressley

COPYWRITER

PROFILE

I'm a creative with a way with words and a lot of big ideas. My professional experience in multiple fields and wide variety of skills make me confident that I can be a prized asset to any company that chooses to hire me.

AREAS OF EXPERTISE

- Blogging and Web Copy
- Social Media Strategy and Execution
- Brand Voice Execution
- Market Research
- Internal and External Communications
- Press Release Writing and Distribution
- Long and Short Form Ad Copy

SKILLS AND INTERESTS

- Digital Marketing
- Social Media Marketing
- Website Creation
- Campaign Strategy
- Writing and Video Production
- Script Writing
- Time and Deadline Management
- Copyediting
- Google Analytics certified

CONTACT ME

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PROFESSIONAL CAREER

Copywriter

Cardinal Financial | 2017-present

- Conceptualizes, plans and executes social media campaigns
- Writes multiple blog posts each month making complicated topics and processes within the mortgage and housing industries easy to understand
- Drafts and executes various internal and external communications, i.e. email campaigns, flyers, post cards, booklets, and intranet posts
- Updates web copy consistently to keep content fresh and effective
- **2018 W3 AWARDS WINNER - Copy or Writing for Websites**

Copywriter (Contractor)

Belk, Inc. | 2017

- Executed brand voice through branding and promotional advertising, TV, and marketing strategy
- Conceptualized, developed, and created copy for digital, social, print catalog, direct mail, newspaper, magazines, store signage, broadcast, and radio based on seasonal strategies

Copywriting Intern

Wray Ward | 2017

- Produced web copy, print and digital ads, and scripts for several clients, i.e. Sunbrella, Sakrete, Girls on the Run, and Huber Engineered Woods

EDUCATION HISTORY

University of Georgia

Grady College of Journalism and Mass Communication, Class of 2017

- Bachelor of Arts in Journalism (Advertising)
- 3.2 GPA
- PR Chair - UGA NAACP
- PR Chair - Black Male Leadership Society