



JOSEPH

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Copywriting
- AI-Assisted Content Creation
- Content Marketing
- Content Strategy Development
- Social Media Management
- Social Media Content Creation
- Facebook Marketing
- TikTok Marketing
- Google Business Profile Management
- Meta Business Suite Management
- SEO & Keyword Optimization
- Blog Writing & Editing
- Proofreading & Content Optimization
- Community Management
- Customer Engagement
- Brand Voice Development
- Lead Generation Content
- Campaign Coordination
- Executive Assistance
- Email & Calendar Management
- Client Communication
- Presentation & Report Preparation
- Employee Success Support
- Training & Onboarding Support
- Team Collaboration
- Project Management

TOOLS

- Facebook
- TikTok
- Google Business Profile
- Meta Business Suite
- ChatGPT
- Gemini
- OpenAI Tools
- Sprout Social
- Canva
- Microsoft 365
- Google Workspace

Results-driven Digital Marketing Specialist with 3+ years of experience in content marketing, social media management, SEO-focused copywriting, and AI-assisted content creation. Proven track record of managing high-volume marketing campaigns, producing and optimizing content for over 200 active client accounts monthly, and creating engaging social media and blog content that strengthens brand visibility and audience engagement. Brings strong expertise in digital content strategy, SEO optimization, social media marketing, and cross-functional collaboration, helping organizations increase online presence, improve customer engagement, and achieve measurable marketing results.

WORK EXPERIENCE

COPYWRITER

SLMP Digital – Surefire Local | May 2024 – May 2026 (2 Years, 1 Month)

- Proofread, edited, and optimized AI-generated social media and blog content for over 200 client campaigns monthly, produced SEO-focused content, managed high-volume blog publishing, and collaborated with graphics and QA teams to deliver accurate and engaging marketing materials.

EXECUTIVE ASSISTANT TO THE COO (CAREINDEED)

TrueBlue Call Center Corporation | August 2023 – May 2024 (10 Months)

- Provided executive-level administrative support, managed communications, scheduling, reporting, and correspondence, supported client and employee success initiatives, and prepared presentations and reports for leadership decision-making.

DIGITAL MARKETING SPECIALIST

Racal Holdings Corporation | February 2023 – August 2023 (7 Months)

- Managed social media content across multiple company branches, created ad copy and marketing materials, engaged with customers online, and supported promotional campaigns for business expansion initiatives.

LEARNING EXPERIENCE LEADER (FINTECH)

TaskUs | June 2021 – August 2023 (2 Years, 3 Months)

- Trained and onboarded new hires, developed learning materials, facilitated product and customer service training programs, and collaborated with leadership teams to improve learning outcomes and workforce readiness.

CUSTOMER SERVICE REPRESENTATIVE (SOCIAL MEDIA)

TaskUs | July 2019 – June 2021 (2 Years)

- Managed customer support across social media channels, moderated online communities, handled written and voice-based inquiries, and collaborated with U.S.-based teams to enhance customer engagement and service quality.

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