



ALASKA KAIZEN

EXPERT COPYWRITER

I consider myself an ambitious artist, writer and expert at shaping brand identity. Through captivating copy, I will capture the heart of your brand and captivate your target audience. So, gear up. We ride at dawn.

EXPERIENCE

BAKED ALASKA, LLC

ARTIST, WRITER & CEO

APRIL 2020 - PRESENT, ATLANTA, GA
HYBRID REMOTE | SELF-EMPLOYED

- Founder and operator of a unique creative hub, specializing in guiding brand identity through compelling, SEO-driven copy and data-informed optimization strategies

WINE CRAWL

DIRECTOR, MARKETING & ATLANTA EVENTS

JULY 2023 - PRESENT, ATLANTA, GA
HYBRID REMOTE | INDEPENDENT CONTRACTOR

- Manage nation-wide marketing initiatives while supervising copy across all platforms
- Handle end-to-end planning and execution of 1-2 events a month in Atlanta (ITP & OTP)

ANYMAL KYNGDOM

DIRECTOR, ARTIST RELATIONS & MEDIA

JUNE 2019 - PRESENT, ATLANTA, GA
HYBRID REMOTE | INDEPENDENT CONTRACTOR

- Proficient in persuasive copywriting, legal contract drafting and execution, artist negotiations, website development, and social media marketing strategies
- Expertly capture and edit media to elevate all Anymal Kyngdom copy

ROCKDALE COUNTY PUBLIC SCHOOLS

SUBSTITUTE TEACHER

DECEMBER 2013- PRESENT, CONYERS, GA
ON-SITE | PART-TIME, AS-NEEDED

- Educate and inspire students grades K-12 on an as-needed basis, maintaining a fully flexible, self-directed schedule

CONTACT



(207) 613-6434



info@bakedalaskastudios.com



www.bakedalaskastudios.com



Atlanta, GA

MY SKILLS

- Adaptive Tone and Voice
- A/B Testing Proficiency
- Behavioral Psychology Insight
- Conversion-Path Optimization
- Cultural Fluency
- Data-Informed Copywriting
- Eco-Conscious Copy Strategy
- Emotional Intelligence Infusion
- Ethical Persuasion Techniques
- Hyper-Personalization Prowess
- Inclusive Language Adaptability
- Interactive Content Innovation



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EXPERIENCE

E2E FINANCIAL, LLC

DIRECTOR OF CLIENT CARE

APRIL 2017 - NOVEMBER 2022, ATLANTA, GA
HYBRID REMOTE | FULL-TIME

- Elevated company copy, optimized office efficiency via CRMs, CMSs and marketing; skilled in analytics, scheduling, and design software.

CS BLACKBELL AGENCY

PROFESSIONAL DEVELOPMENT CONSULTANT

OCTOBER 2016 - APRIL 2017, ATLANTA, GA
HYBRID REMOTE | INDEPENDENT CONTRACTOR

- Remotely manage nation-wide marketing while supervising copy across all platforms
- Handle end-to-end planning and execution of 1-2 events a month in Atlanta (ITP & OTP)

LAS FLORES OLDE TOWN MEX

CUSTOMER ENGAGEMENT SPECIALIST

JUNE 2014 - AUGUST 2016, CONYERS, GA
ON-SITE | PART-TIME

- Maintained an edge among competitors by monitoring industry trends, consumer behavior, and emerging technologies
- Polished skills of client onboarding and retention, conflict mediation and sales

THE SKETCHING PAD

STUDIO LIASON & MARKETING MANAGER

AUGUST 2011 - JULY 2014, CONYERS, GA
ON-SITE | PART-TIME

- Improved public-speaking & business-to-business networking skills, while monitoring client satisfaction metrics and utilizing data-driven insights to drive continuous growth
- Provided support in educational and administrative aspects within the art studio environment, including instruction, inventory, student success and creative pursuits of the studio.

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Atlanta, GA

MY SKILLS

- Multichannel Messaging Mastery
- Negative Space Utilization
- Neuro-Linguistic Programming (NLP) Utilization
- SEO and Content Optimization
- Strategic Storytelling and Narrative Diversification
- Streamlining through AI Analysis
- Trend-Responsive Copy
- User-Centric Content Design
- Visual Story Integration
- Voice Search Optimization



ALASKA KAIZEN

EXPERT COPYWRITER

EDUCATION

Bachelor of Arts in Communication

Georgia State University

AUGUST 2014 - AUGUST 2016, ATLANTA, GA

Minored in Spanish, studied abroad in Spain, Mexico and Argentina, graduated Summa Cum Laude

Associate of Science in Psychology

Georgia Perimeter College

AUGUST 2011 - MAY 2013, CLARKSTON, GA

Completed the [Move on When Ready program](#), earning my AS before [graduating high school as Salutatorian](#) with a 4.4 GPA

CONTACT



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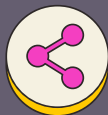


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Atlanta, GA

LINKS



KYDKONG.COM
CLIENT WEBSITE I
DEVELOPED



[MY HUMBLE VLOG
CHANNEL](#)



[INSTAGRAM](#)



[FACEBOOK](#)



[LINKEDIN](#)



[TIKTOK](#)

ACHIEVEMENTS & CERTIFICATIONS

Proficient in basic conversational Spanish;
working towards fluency

Self-taught HTML5, CSS3, and JavaScript
(Traditional & ES6+) while working full-time

Generated a conversion rate of over 450% from
visitors to subscribers in under 3 months on [my
YouTube channel](#)

Typing Speed: 103 WPM (94 WPM with acrylic
nails)

13-year active Girl Scout, achieved Bronze, Silver
and Gold Award (totaling 500+ volunteer and
leadership hours), lifetime member

Open Water Scuba Diving Certification

Certified in CPR and First Aid

Holder of a GA Driver's License

Trained for 11 years in classical pointe ballet, jazz
and contemporary dance

Internship in the Elephant Department of Zoo
Atlanta