

Faith Brody

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Professional Summary:

Precise, adaptable, experienced storyteller and writer adept at crafting strategic, compelling copy.

Related Experience:

Lead Copywriter

Know Advertising, Royal Oak, MI

August 2020-October 2025

- Wrote social media posts, press releases, blogs, scripts, and ads while maintaining brand voice for 10 different clients
- Managed creative brainstorm sessions to ensure projects were delivered on time, on brand, and in line with creative brief

SEO Writer & Account Associate

Ottaway Digital, Troy, MI

January 2020-July 2020

- Solely managed up to 10 client accounts at a time, providing clients with sterling service while writing 10+ items a day
- Utilized SEO knowledge and software to optimize clients' websites to appear at top of organic search rankings

Social Content Manager

Walker Publicity Consulting, Rochester, MI

August 2019-Present

- Monitored and responded to comments, reviews, and messages on 15 different social media accounts for 5 different clients
- Curated and monitored the Pinterest account of a luxury hotel to drive brand awareness and sales

Copy Editor & Page Designer

Media News Group, Troy, MI

April 2018-January 2020

- Designed 6-10 daily newspaper pages on deadline utilizing Adobe InDesign and TownNews while editing as needed
- Communicated effectively with team members on deadline, in person and remotely

Marketing and Community Relations Assistant

Meadow Brook Hall, Rochester, MI

July 2017-August 2019

- Controlled the Hall's website, 5 social media accounts, and marketing databases to maintain strong brand image
- Assisted with special events, including coordinating Free Fridays events and providing support during holiday events

Social Media Specialist

SeatSational, Rochester, MI

May 2017-November 2017

- Created cohesive social media plan after analyzing target audience, product, and voice of company
- Managed 5 social media accounts while coordinating posts and blog partnerships to drive sales and brand awareness

Education:

Bachelor of Arts in Journalism

Oakland University, Rochester, MI

April 2017

Magna Cum Laude

Key Skills:

- Organized, efficient, deadline-driven, able to work remotely, independently, or on a team
- Superb knowledge of AP Style
- Fluent in social media: Facebook, Twitter (X), Instagram, Pinterest, TikTok, Snapchat
- Computer and software skills: Adobe InDesign, Town News, WordPress, GoogleDrive, Microsoft Office, Buffer, HootSuite, Facebook Ads, Canva, MailChimp, SocialFlow, Google Analytics, SEMrush, Basecamp, Trello, Meta for Business, Zoom
- Excellent, adaptable writing skills for copywriting, content writing, journalistic, email, blogs, and creative writing styles, including research, editing, proofreading, organization, adaptability, search engine optimization