

# KIANA COOK

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## SUMMARY

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Content marketing and research professional with 4 years of experience in copywriting, design and consumer experience. Experienced in turning insights into results, managing multiple projects simultaneously, leveraging beneficial partnerships and delivering timely campaigns both creatively and tastefully.

## PROFESSIONAL EXPERIENCE

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### **EF Ultimate Break**, Boston — Copywriter

January 2024 - PRESENT

- Develop creative and engaging copy for ads, social campaigns, and blogs to drive conversation around travel for 18-35 year olds
- Write detailed and engaging travel itineraries that capture the essence of various destinations, ensuring alignment with brand voice.
- Script and edit promotional videos and marketing materials for travel experiences, focusing on inspiring wanderlust

### **Flip Japan Guide**, Tokyo — Social Marketing Manager

November 2022 - December 2023

- Manage company account across Tiktok, YouTube & Instagram
- Edit files and post 2 times a day, 7 days a week on all platforms
- Monitor analytics and implement SEO best practices
- Developed a social media strategy that increased TikTok engagement by 20% and YouTube engagement by 4% within one month

### **Tierney**, Philadelphia — Copywriter

January 2022 - September 2022

- Produce short & long form TV & radio copy for clients: Comcast, Xfinity and iHeartRadio
- Write UI and blog copy for Xfinity's entertainment site & app
- Source trending audios and organize movie length clips to produce into a commercial promo video for Xfinity content

### **Bumble**, Philadelphia — Content Marketing Manager

January 2021 - May 2022

- Conducted market research on college students' favoritism of dating app competitors to identify new guerilla marketing opportunities and drive participation towards Bumble
- Developed a network of influencers, small businesses, and local organizations to launch 20+ events over 8 months increasing new user turnover by 1,200+ in the Philly area alone
- Created merch and slogan copy featured on 3 billboards across Times Square to promote Bumble Brew NYC cafe popup

## EDUCATION

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### TEMPLE UNIVERSITY, Philadelphia— Klein College of Communication

B.A. Advertising: Art Direction and Copywriting

**Leadership:** Tri Delta founding member, Temple Ad Club Director, Allotrope Agency Director

## PROJECTS

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### **NSAC** — *Director*

September 2021 - May 2022

- Drafted complete campaign script for plans book then produced video and audio campaign content for client: Meta's Oculus using research collected over the course of 7 months
- Awarded second place in the North East Nationals