

Shelbie Janocha

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EXPERIENCE

Freelance Copywriter

Feb. 2023 - Present

RueLaLa, Simon/Myers, Elevation Digital Management, Honeycomb Media, Meundies

- Cultivate brand voice across B2C platforms, including e-commerce, social media, product descriptions, emails, and blog posts
- Craft email campaigns and copy resulting in a 5% increase in open and click through rates
- Collaborate with cross-functional team leaders to create compelling content in line with individual brand identity
- Optimize long-form blog content to reach an A+ SEO ranking
- Craft social media copy for hospitality brands, leading to a 20% increase in post engagement

Account Manager

April 2023 - Nov. 2023

Islett Agency | Remote

- Developed and executed monthly content shoots, social calendars, and copy for 8+ clients across the hospitality, food, fashion, and CPG sectors
- Created email campaigns for an e-commerce brand, resulting in a 20% YOY increase in sales
- Curated a social media product launch campaign for an eyewear brand that resulted in a 15% increase in website clicks and preorders
- Drove engagement through compelling content strategies and creation, leading to a 30% increase in average post interactions and a 20% boost in social media reach

Copywriter & Content Specialist

Jan. 2022 - Feb. 2023

BCV | Remote

- Wrote Meta paid ad copy, resulting in consistent 4X ROAS
- Curated all monthly media and social calendars for 20+ clients, including IHG Hotels, Ritz Carlton, and Hard Rock Hotels
- Collaborated with design and account teams to create an interactive holiday ad campaign that resulted in a 20% increase in bookings
- Developed copy for organic and paid social campaigns that resulted in a 45% increase in post-engagement and reach
- Designed a new process flow for client onboarding and handoff between account and creative teams, leading to increased team cooperation, team engagement, and client satisfaction

Community Engagement Supervisor

Aug. 2018 - Jan. 2022

BCV | Remote

- Lead monitor on 25+ international & national brand social media accounts, including Giordano's, Hard Rock London, & Virgin Hotels
- Wrote all training materials, revamped client notes, and trained monitors to ensure team cohesiveness and productivity
- Crafted responses to all customer inquiries promptly within 2 hours while following stylistic guidelines for each client
- Handled all customer concerns and escalated to appropriate teams as needed
- Strategize with account executives to improve communication protocols and ensure the efficient transfer of information to all team members

EDUCATION

Columbia College Chicago | Bachelor of Fine Arts in Creative Writing & Publishing

SKILLS

Copy Writing & Editing. Content Writing. Social Media Content Creation. Social Asset Copy. Advertising Copy. Direct Response Copy. Blog Writing. Email Marketing. Search Engine Optimization (SEO). JavaScript. Project Management. Research. Attention To Detail. Creative Storytelling. Creative Problem-Solving. Customer Service. Collaborative Spirit. Strong Communication. Active Listening.

SOFTWARE

Klaviyo. Figma. Canva. Dropbox. Meta Business Suite. Google Suite. Later. Hootsuite.