

Ariel Craine

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Versatile product marketing writer with four years of experience driving engagement in finance, education, and localization industries. Collaborative communicator with proven success translating complex concepts into engaging copy. Skilled storyteller and strategist, possessing strong design sensibilities. Technical proficiencies include Figma, Adobe, WordPress, and front-end development skills such as HTML. Conversational in Spanish, Italian, and Korean.

AREAS OF EXPERTISE

- ◆ Copywriting & Editing
- ◆ B2C Marketing
- ◆ Website Development
- ◆ Product Marketing
- ◆ Content Creation & Storytelling
- ◆ MLA, APA, & CMOS Styles
- ◆ UX Writing
- ◆ Localization Strategy
- ◆ SEM & SEO

PROFESSIONAL EXPERIENCE

Copywriter, MoneyLion, New York City

January 2024 – Present

Craft product marketing copy across four different products and their respective channels, including social, paid ads, blog, app, email, and more. Maintain encyclopedic knowledge of first-party products, and advise freelance creatives on brand guidelines. Collaborate closely with stakeholders, such as product and L&C teams, to ensure copy is effective and accurate.

- Supplied a full suite of lifecycle, website, in-app, and social media copy for new membership launch.
- Managed multiple large-scale campaigns simultaneously, including quarterly performance marketing campaigns, which spanned eight channels and hundreds of assets.
- Elevated and standardized copywriting caliber across global teams by establishing product marketing guidelines aligned with brand tone of voice.
- Leveraged customer insights to test, iterate, and deliver targeted copy that resonated with users.
- Informed and delighted readers with quarterly product digest emails and biweekly mobile release notes.

Freelance Writer, New York City

March 2020 – December 2023

Produced copy for clients in finance and education spaces. Researched and wrote compelling content according to brand and SEO best practices. Covered events and repurposed content into digital or print marketing materials.

Standard Chartered Bank: *Conceptualized and executed a project plan for SC's content during and after EuroFinance Barcelona 2023. Interviewed treasury experts for insight and quotes.*

- Consolidated information from key sessions into high-impact copy for social media posts, email newsletters, and an event microsite.
- Successfully navigated complex approval processes with their UK-based marketing/PR team to provide content within 24 hour turn-around times.

VeraContent & IE University: *Planned and created blog, website, and social media content for a Spain-based B2B localization & marketing agency, VeraContent, and their major client, IE University. Applied a journalistic approach through intensive research and interviews with subject matter experts.*

- Provided over 25 well-researched, insightful articles on marketing and localization strategies.
- Strengthened knowledge of CMSs and their functionalities, from WordPress to Joomla.
- Accurately and quickly captured events featuring high-profile industry leaders while coordinating with the IE University social media team and VeraContent project managers.

Other clients include Argos Multilingual, Speechling, Nannies and Mommies, and Simple Living Toolkit. Additional experience as a Freelance Resume Writer for Talent, Inc.; as an English Teacher in South Korea and Spain; and as an Economics Course Specialist & Writing Consultant at the University of Texas at Austin.

EDUCATION

B.A. in Rhetoric and Writing

University of Texas at Austin • Austin, TX • Minor in Italian

PROFESSIONAL QUALIFICATIONS

Certificate in Content Marketing, HubSpot, January 2023

Certificate in Foundations of Project Management, Google, May 2022