

Chloe Frielen Olewitz

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Published Writing

- **Web publications:** Business Insider; Yahoo! Tech; Digital Trends; Techly; Roads & Kingdoms; Brooklyn Magazine; i-D/VICE; Format Magazine; Genii Online.
- **Print publications:** Athleta Magazine; Gigantic Sequins; New York Times Letters to the Editor; G.A.G. Magazine.

Freelance Copywriting

- **V-CRO**, Writer and Creative Strategist (January 2018 – Present) Copywriting and copy editing, social media marketing, email campaigns, marketing and messaging strategy, business consulting, and campaign ideation.
- **InterimCMO**, Content Marketer and Editor (September 2017 – Present) Content marketing and blogging, content and messaging strategy including style guide creation, ghostwriting, copy editing.
- **Devialet**, Copywriter (October 2017 – May 2018) Copywriting, digital advertising and social media marketing, email campaigns, blogs and web stories, content and messaging strategy, creative strategy and campaign ideation.
- **Wibbitz**, Content Marketer (October 2017 – January 2018) Copywriting and content marketing, blogging, case studies, quarterly reports, infographics.
- **Digital Trends**, Contributor (October 2015 – September 2016) Digital Trends was founded in 2006 to help readers easily understand how tech affects the way they live. Over 20 million unique visitors monthly. Emerging tech news writer.
- **Pureprofile**, Copywriter (January 2015 – May 2015, Australia) B2B and B2C website copywriting, email marketing, content marketing and blogging, executive bios, and marketing and messaging strategy for global rebranding effort.
- **Techly**, Contributor (December 2014 – December 2015) Owned by Conversant Media, Techly is a digital arts and culture publication with over 1.3 million unique monthly visits. Writer covering technology lifestyle, culture and news stories.

Professional Experience

- **Sermostudio**, Founder and principal creative (August 2017 — Present) Working with international companies that don't have native English speakers on their teams to reimagine their marketing communications for success in the American market. Business development and sales; copywriting, editing, content marketing, blogging, editorial strategy, newsletters and email marketing, social media strategy and execution, full service translation, branding and positioning consulting.
- **BayCreative**, Senior Writer (December 2015 – January 2018) Copywriting and copyediting, blogging, print/digital advertising, content marketing, business case studies, white papers. **Clients: Cisco Systems, Salesforce, Callidus Cloud, On Time Lighting, Systema Software, Tracker.**
- **GetFocused**, Senior Writer (September 2015 – March 2017) Blogging and content marketing, messaging strategy, ghostwriting, white papers, etc. International marketing agency based in Dublin, Ireland, specializing in inbound marketing. **Clients: Adaptive Metadata, IronPlanet, Nomad Two Worlds Foundation, Three Telecoms.**

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- **Postlight**, Marketing Coordinator (May 2016 – January 2017) Marketing producer for digital product studio. Events planning and execution, content management for corporate media platform, social media strategy, marketing and budgeting reports.
- **Fractl**, Freelance writer (June 2015 – August 2017) Ghostwriting, blogging, content marketing, infographics, fact-checking, and in-depth industry research for Fractl clients in the tech, media, automotive, financial, and healthcare industries.
- **Art Directors Club/ADC Global/The One Club for Creativity**, Associate Creative Producer in Education (December 2013 – June 2014)
 - Coordinated and executed ADC Young Guns programming, global marketing campaigns, international events planning. Managed and wrote the Young Guns blog. Scheduled and facilitated Apple Store speaking engagements worldwide, including New York, Los Angeles, Chicago, London, and Hong Kong.
 - Planned and produced spring 2014 Saturday Career Workshops programming.
 - Assisted with coding and upkeep of 20+ international web pages for global Portfolio Night event: HTML, CSS, and WordPress formatting in Chinese, Japanese, Arabic, and Hebrew scripts.
 - Directed and coordinated workshops at the 93rd Annual ADC Global Festival in Miami Beach.
- **Emory University and Yale University**, Departmental Research Associate – Women’s, Gender and Sexuality Studies and Near Eastern Languages & Civilizations (May 2012 – May 2013, Atlanta, GA)
 - Teaching assistant duties: preparing lesson plans and syllabi, writing class lectures, grading assistance, classroom support and sourcing/management of class materials and activities.
 - Research associate duties: managing resources and source materials, from organizational and administrative assistance to manuscript assistance. Executing multimedia scholarly research, annotating source material, organizing and compiling comprehensive academic projects for publication.
 - Writing contributions: grant proposals, academic essays and research paper drafts for submission in partnership with professors.

Education

- **Emory University**, Atlanta, Georgia, Class of 2013. Bachelor of Arts. Major: Women’s, Gender, and Sexuality Studies. Minor: Arabic. Dean’s List.
- **United Nations International School (UNIS)**, New York, New York, Class of 2008. International Baccalaureate Program.

Proficiencies and Skills

- **Digital Native**: Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google+, WordPress, HubSpot, SiteLeaf, Medium, MailChimp, etc.
- Basic knowledge of **HTML**, **CSS**. Experienced with **SEO** strategy and link building.
- Experienced with **Microsoft Office** suite and various remote collaboration tools.
- Native **English** speaker; conversational proficiency in **French**, **Spanish**; elementary knowledge of **Arabic (MSA)**. Smatterings of **Romanian**, **Portuguese**, **Japanese**.

References available upon request.