

SAMANTHA CUBBISON

CONTACT

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SUMMARY

I have seven years of experience in content production – both locally and abroad. From writing and editing to team management and strategy implementation, I love finding new ways to innovate.

EDUCATION

Temple University; Japan

B.A. in Communications
Minor in Art

SKILLS

- Social Media
- SEO
- Copywriting
- HTML/CSS
- Content Strategy
- Content Marketing
- Google Analytics
- Team Management
- UX/UI Writing
- Mixpanel
- Microsoft OS
- Adobe CS
- WordPress
- Figma
- Ahrefs
- Jira

EXPERIENCE

Content Specialist @ BeFunky

2021 - Present

- Writes copy for marketing campaigns, social media, landing pages, and in-app modals for a B2C audience
- Created an editorial style guide
- Manages a team of writers and editorial projects
- Uses SEO/analytical tools to improve content reach
- Designs digital assets for blog articles and social media posts

Editor/Community Manager @ The Arena Group

2018- 2021

- Curated/edited articles and mentored authors across 25 network sites
- Utilized data tracking tools to create traffic reports and content strategies
- Grew and engaged an audience via newsletters, the forums, and all social media channels
- Created video content and brought in ad revenue for high-converting articles

Freelance Writer @ Various

2017 - Present

- I have written for various publications including Zelda Universe, The Bay City Beacon, Japan Objects, Art.com, Tokyo Cheapo, IGN Japan, and The Japan Times. I pitch ideas, conduct in-depth research, and create visual assets