

SAMANTHA CUBBISON

CONTACT

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ABOUT ME

I have experience working across all aspects of the content creation process – 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 (2017)

B.A. in Communications
Minor in Art

SKILLS

- Microsoft OS
- Adobe CS
- WordPress
- Wix
- Jira
- Social Media
- SEO
- Editing
- Copywriting
- Team Management
- Japanese

EXPERIENCE

Content Specialist @
BeFunky

2021 – Present

- Manages a team of freelance writers via JIRA
- Conducts SEO research and structures content outlines
- Edits content via WordPress
- Works with Product and Design to create marketing campaigns and feature announcements

Editor/Community Manager @
The Arena Group

2019 – 2021

- Curated articles, mentored authors, and managed a content calendar
- Led team-wide social media training sessions
- Grew and engaged an audience via the newsletter, forums, and all social media channels
- Created video content 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 assets