

ALISON GIPS

Copywriter. Social Strategist. Pun Enthusiast.

EXPERIENCE

FREELANCE COPYWRITER / STRATEGIST, Self-Employed

New York, NY | February 2021 - Present

- Write compelling copy for social and video that hits on campaign and business objectives.
- Collaborate with creative team to develop content series to optimize content strategy and overall engagement.
- Execute voice and tone playbooks to develop a consistent voice throughout all digital collateral.

SOCIAL MEDIA MANAGER, Glow Social & Digital Agency

New York, NY | December 2020 - February 2021

- Liaised with clients to ensure we were optimized to meet business objectives, including Apple TV, HBO, Showtime, Hulu, Spotify Music, YouTube, Facebook, I Can't Believe It's Not Butter!, I Love NY, Westminster Kennel Club.
- Established full 360 campaign strategies + tactics with an emphasis on voice & tone development and implementation.
- Crafted strategic social copy, taglines, concept write-ups, and more across 10+ accounts.
- Supported Creative team with scripting videos for snackable, custom social content series.
- Managed editorial calendars & published content across owned social media channels.
- Editor-in-Chief of weekly industry newsletter; plan topics, oversee staff of writers, provided copy feedback -- increased newsletter opens by 21.4%.
- Fostered online communities and performed daily community management; identified trends/culturally relevant moments to engage and elevate on social.
- Led weekly client calls and provided on-the-spot actionable insights and strategic recommendations.
- Conducted weekly reports tracking client KPI's; updated clients on the effectiveness of social tactics, reviewed creative wins/opportunities, and recapped social listening findings.
- Worked hand-in-hand with Account and Design teams to ensure projects stayed organized and met delivery schedule.
- Participated in live event coverage, including on-site content capture, community management, and real-time Instagram Story creation.

ASSOCIATE SOCIAL MEDIA MANAGER, Glow Social & Digital Agency

New York, NY | September 2019 - December 2020

ASSOCIATE SOCIAL PRODUCER, Glow Social & Digital Agency

New York, NY | October 2018 - September 2019

SOCIAL MEDIA INTERN, Glow Social & Digital Agency

New York, NY | June 2018 - October 2018

EDUCATION

Bachelor of Arts, James Madison University | May 2018

Majors: Communication Studies; Public Relations & Media Arts & Design; Interactive Design

CONTACT

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alisongips.com (**Pass:** TL2020)
New York

SKILLS

SOCIAL MEDIA

Instagram, Twitter, TikTok, Facebook, Pinterest, LinkedIn, Snapchat, YouTube, Reddit; Sprout Social, ListenFirst, Tweetdeck, Hootsuite, Buffer, Google Analytics

SOFTWARE

Adobe: Photoshop, Illustrator, InDesign, Premiere Pro; Trello, Asana, Microsoft Office, Google Suite

WEB

Mailchimp; WordPress; HTML & CSS; Wix; Bootstrap

ETC.

Digital Copywriting
Voice & Tone Development
Social Media Strategy
Community Management
Influencer Marketing
Client Communication
Copy Editing
Public Speaking
Project Management
Trendspotting
Time Management
Creative Concepting
Amazing Alliteration
Comedic Relief