

Demara White

E: demara.teron@gmail.com | Portfolio: demarawhite.com

EDUCATION

Drexel University – Philadelphia, PA (Degree Obtained: June 2014 | GPA: 3.8/4.0)

Master of Science: Publication Management (Publishing/Journalism Studies)

William Paterson University - Wayne, NJ (Degree Obtained: May 2011)

Bachelor of Arts: Communication, concentration in Journalism and Public Relations

PROFESSIONAL EXPERIENCE

Rider University, Lawrenceville, NJ

May 2019 - Present

Digital Content Writer, University Marketing & Communications

- Research, plan, write and edit a range of content for a variety of departments/divisions within the institution to drive enrollment, enhance SEO, branding and positioning.
 - Digital content includes copy for the rider.edu web pages, landing pages, email campaigns, paid social (Google, Facebook, Instagram and LinkedIn) and text messages.
 - Print content includes brochures, fact sheets, guides, mailers, etc.
 - Copywriting for enrollment/admissions materials across all mediums.
- Manager and primary writer for the rider.edu blog (launched December 2021).
 - Responsible for editorial planning, research, writing and editing all content.
- Assists with editing and proofreading University materials for the web, print and social media.
- Assists with making various content updates to the rider.edu website (hosted by Drupal).

Ashley Stewart, Inc., Secaucus, NJ

September 2018 - May 2019

Copywriter, Digital Commerce

- Primary manager of the copywriting production workflow for the Ashley Stewart eCommerce team.
- Wrote original and informative, brand-specific product descriptions across all product categories (Ashley Stewart apparel, shoes, handbags and accessories. Junior brand: Curvy Girl, and branded merchandise).
- Worked closely with the Marketing and Creative teams to provide marketing copy for weekly emails, eCommerce lookbooks, landing pages, social media and other creative projects as assigned.
- Performed daily site QA and editing to ensure consistency and adherence to ashleystewart.com copy standards.
- Worked with SEO keywords/terms to drive organic search traffic and increase revenue.
- Worked closely with buyers and assistant buyers to obtain accurate merchandise information.

Cheyney University of Pennsylvania, Cheyney, PA

May 2017- September 2018

Web Content & Social Media Specialist

- Administrator of the Cheyney University website. Primary responsibilities included: developing, writing/editing, implementing and maintaining content for the cheyney.edu website.
 - Worked directly with Cheyney administration, department managers/chairs and other admins across the campus community to: develop and refresh content to present targeted messages in an engaging manner (including creating forms, graphics/posters, documents, and other visuals.), modify and/or update existing content and provide daily website maintenance.
 - Collaborated with a graphic designer to develop and execute design concepts for the

cheyney.edu website.

- Manager of the University calendar.
- Developed, wrote and edited news stories, press releases, and other communications materials to promote brand awareness and advance the University's mission, vision and goals.
- Generated concepts for social media, created and scheduled individualized posts for each social platform and covered events for social media.
 - Responsible for growing Cheyney's presence on targeted social networking sites (Instagram, Twitter, and Facebook).
- Created, edited and formatted email newsletters to be distributed to students, faculty, staff and alumni.
- Designed graphics, posters, web banners, flyers and other visual communications materials to promote and support campus initiatives, annual events and other activities.
- Managed and supported a small team of full-time staff and student employees.
- Served as a liaison between the University and the media to respond to and/or direct related inquiries.

Burlington Stores INC., Burlington, NJ

March 2015-December 2016

E-Commerce Copywriter (Freelance)

- Wrote and edited original product copy and meta descriptions for Women's/Junior's sportswear for Burlington Coat Factory's e-commerce division.
- Executed weekly quality assurance editing across various category pages.
- Worked closely with e-commerce merchandisers to set item attributes and categorize products to optimize site revenue.
- Worked with SEO keywords/terms to drive organic search traffic and increase revenue.
- Responded and resolved customer inquiries and conflicts via customer platform, BazaarVoice.

MunaLuchi Bride Magazine, Mt. Holly, NJ

February 2016-August 2016

Editorial Assistant

- Pitched, wrote and edited original content for print, online and social media platforms.
- Edited and developed wedding expert, freelance writer, and reader-submitted content for print and online platforms.
- Input articles, photos and galleries into the CMS (WordPress powered).
- Co-manager of the print and online editorial calendar.
- Created and scheduled social media posts.
- Primary contact for members of MunaLuchi's wedding vendor collective, The Coterie and readers.
- Co-manager of interns and freelance writers.
- Administrative duties: Scheduling, emailing, answering phones, mailing magazines, office organization

GlobalGrind.com, New York, NY

September 2014

Fashion Week Writer (Freelance)

- Attended fashion shows and related events to provide editorial coverage/reviews during New York Fashion Week for GlobalGrind.com's Style section.
- Wrote and edited show reviews.
- Completed photo research.
- Uploaded and published content for the website and social media pages (Drupal-powered)

Parents Magazine | ShopParents.com, New York, NY

January 2014-June 2014

E-Commerce Editorial Intern

- Worked alongside the Senior E-Commerce editor to incorporate editorial content within ShopParents.com (Parents E-Commerce site).
- Wrote and edited original and submitted product-based slideshows and shopping guides.
- Executed site maintenance to incorporate widgets/shortcuts to existing online content.
- Worked with SEO to maintain and grow site traffic. Participated in weekly editorial meetings.

Men's Health Magazine (Rodale), New York, NY

September 2013-December 2013

Fashion & Grooming Editorial Intern

- Created fashion editorial content and conducted research for MensHealth.com and social media pages.
- Managed fashion sample deliveries and returns.
- Assisted the style team on photo shoots.
- Maintained organization of the fashion and accessories closet.

GlobalGrind.com, New York, NY

June 2013-September 2013

Style Editorial Intern

- Pitched, wrote and edited original and celebrity-based news stories across several verticals including celebrity style, news and entertainment.
- Attended and covered events on behalf of GlobalGrind Style.
- Pitched original story concepts during daily editorial meetings.
- Developed and edited posts based on the editorial tone and mission of GlobalGrind.com.

SKILLS

Microsoft: Word | **Google Suite:** Gmail, Drive, Docs and Sheets. | **CMS:** Drupal and WordPress.

Web-based design tool: Canva | **Working knowledge of Adobe:** Photoshop