

# CAELI BARNES

## Copywriter

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📍 Columbus, OH

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📄 [caelibarnesportfolio.com](http://caelibarnesportfolio.com)



### EXPERIENCE

#### Copywriter, DSW

July 2021- Present

- Write modern compelling copy in the brand voice for all channels (print, email, social, & site).
- Collaborate with designers to develop robust content in alignment with brief requests.
- Skillfully translate insights to strengthen the DSW brand and grow customer engagement.

#### Copywriter: Social Content, Hart

October 2020- June 2021

- Curate social calendars according to client needs.
- Produce agency specific marketing articles.
- Collaborate with account executives to write all marketing collateral for clients.

#### Social Media Specialist, OCHLA

July 2019- July 2020

- Increased Facebook followers by 20% after implementing new social strategy.
- Wrote social media copy for Commission's social platforms (Facebook, Twitter, Instagram).
- Recognized by Commissioners for creating most engaging and dynamic annual report to date.

### FREELANCE

#### Social Media Coordinator

Black and White Transportation  
September 2020- 2022

#### Social Media & Website Manager

The Toledo Jazz Orchestra  
July 2020- 2021

### EDUCATION

The Ohio State University, 2019

B.A. in English, Rhetoric, & Literacy  
Minor in Fine Arts

### EXPERTISE

Workfront

AEM

Bynder

Airtable

Microsoft Suite

Adobe Photoshop & Illustrator

Google Analytics

Meta Analytics

Copywriting

Social Media Strategy

SEO Copywriting

Editing

Branding

Concepting