

Jacqueline B. Parisi

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PROFESSIONAL EXPERIENCE

Content Consultant, New York, NY

May 2020 - Present

Lead content/SEO strategy and execution for start-ups across the CPG, wellness, and lifestyle space

- **Proper** (sleep/CBD): Brand development | Email strategy | Email/web copywriting | SEO blog strategy, execution, analysis
- **Elektra Health** (women's health): SEO strategy | Content development
- **Ophelia** (OUD treatment): Brand strategy | Web/product copywriting
- **Splendid Spoon** (CPG): Brand development | SEO blog strategy
- **Revelle** (retail): SEO strategy | Content development | Content analysis

Journy (Online Travel Planning Startup), New York, NY

Senior Manager, Content & Copywriting

Aug 2019 - April 2021

Content Manager / Copywriter

Jan 2019 - July 2019

- Increased organic search traffic by over 100% for travel content in the midst of COVID via strategic SEO
- Managed high-profile partnerships with Singapore Tourism Board (6 pieces of content, 20 videos, 94 social posts, 19 email inclusions, and 4.2+ MM impressions) and THE OUTNET (5 pieces of content, 5 email inclusions, 1.4 MM impressions, 4:10 time on page, 1,600 code redemptions)
- Increased weekly newsletter open rates by 28% through SL A/B testing and send time/content optimization
- Acquired over 30k new-to-file email addresses through partnerships (Fathom, HERE, Bright Cellars, Getaway, Dollar Flight Club, Well+Good, Brooks Running, etc)
- Built and managed a freelance contributor network of 12 writers to ensure pieces are completed on time, on budget
- Collaborated with Creative Director and product team on copy for app, homepage/landing pages, and CRO funnel design

HelloFresh (E-Commerce Meal Kits), New York, NY

Senior Copywriter

Feb 2018 - Jan 2019

Copywriter

June 2016 - Jan 2018

- Increased blog pageviews by over 800% with the launch and optimization of a weekly content newsletter
- Increased organic traffic 130% with 3 SEO posts/week
- Led conceiving and ideation for acquisition campaigns, synthesizing business needs with brand direction
- Worked with designers to execute campaigns across paid social, email, blog, packaging, and UX
- Managed a comprehensive editorial calendar to ensure alignment across channels
- Spearheaded the launch of a monthly print magazine, from conceptual editorial direction to execution
- Spoke on behalf of HelloFresh on various podcasts and webinars (Adweek, Parse.ly, MasterPlan, etc)

EDUCATION

Boston College, College of Arts and Sciences, Chestnut Hill, MA (GPA: 3.84/4.00)

Sep 2011 - May 2015

Bachelor of Arts in English Literature / Minor in French, Magna Cum Laude

Study Abroad: Université Paris IV: La Sorbonne

New York University, Institute of French Studies, New York, NY

Sep 2021 - Jan 2023

Masters of Arts in French Studies | Yves-André Istel Fellowship

SKILLS / TOOLS

- **CMS:** Wordpress, Ghost, sanity.io
- **SEO:** Clearscope, ahrefs, SEM Rush
- **ESP:** Iterable (HTML/CSS), customer.io, Klaviyo
- **Project management:** Asana, AirTable
- **Analytics:** GA, GSC, Parse.ly, Mixpanel
- **Design:** Figma, InVision, Sketch, Canva

ADDITIONAL INFORMATION

- Language Fluency: French (Intermediate Spoken / Written / Reading)
- Interests: Reading, Tennis, Yoga, Cooking, WWOOFing