



About

Brittney Gathen is a skilled, versatile copywriter striving to create quality copywriting deliverables and content for different purposes, platforms and people in the areas of communications and marketing.

Contact

brittneygathen@gmail.com

www.brittneygathen.weebly.com

(901) 864-6111

Social Media



@brittneygathen



Brittney Gathen



<https://www.linkedin.com/in/brittney-gathen-2062b8ab>



@brittneygathen

Education

University of Memphis
3720 Alumni Ave., Memphis, Tennessee, 38152

Bachelor of Arts, Journalism--Summa Cum Laude
Marketing Minor 2013--2016

Master of Arts, Journalism 2016-2018

Experience

Freelance Junior Writer-GJC Publicity May 2019-Present

- Writes and/or edits copy for social media posts, newsletters, press releases and more
- Schedules social media content using Hootsuite

Junior E-Commerce Copywriter-The TJX Companies, Inc. June 2018-Present
(Contract)

- Writes detail-oriented copy for a variety of different apparel and home fashions products
- Ensures all images associated with products are accurate and appropriate based on style and directives
- Flags problems as they arise and works to troubleshoot solutions with fellow copywriters, the copy supervisor and other departments

Intern-Cynthia Daniels & Co. January 2018-May 2018

- Designed promotional materials for Cynthia Daniels & Co.
- Interviewed some of the restaurant owners who participated in Memphis Black Restaurant Week 2018
- Provided event assistance as needed
- Assisted with social media monitoring and management activities

Intern- The Tri-State Defender, Memphis, Tennessee October 2013- April 2017

- Wrote stories on a variety of topics and covered different events in Memphis.

Copy Editor/Graduate Assistant-Newspaper Research Journal (NRJ) August 2016-December 2017

- Tracked and filed academic manuscript submissions and reviews for a refereed academic research journal
- Edited endnotes and assisted with proofreading/editing manuscripts prior to publication
- Corresponded with authors regarding decisions and issues with submitted manuscripts

Skills

- Adobe InDesign
- Adobe Premiere
- Hootsuite Platform Certification
- Google Analytics Certification
- Copywriting

Accomplishments

- 2015 Winner- NNPA Best Youth Writer and Best News Story by an Aspiring Journalist
- Member-Kappa Tau Alpha-Mass Communications/Journalism Honor Society (2016-Present)
- 2017 Winner-NNPA Best Youth Writer