

Zeniya Cooley

Freelance Content Writer

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Sumter, South Carolina



SUMMARY

SEO-trained Freelance Content Writer possessing a way with words and an eye for detail. Skilled in content marketing, editorial writing, social media management, and research methods. Adept at creating compelling written pieces tailored to client needs and committed to delivering high-quality work on deadline.

EDUCATION

The George Washington University

Bachelor's Degree in Journalism and Mass Communications
2019 - 2022

Central Carolina Technical College

Entrepreneurship and Small Business Management Certificate Program
2023 - 2024

SKILLS

- Blog Writing
- Newsletter Writing
- Editorial Writing
- Content Marketing
- SEO Strategy
- Editing
- Communication
- Research Skills
- Social Media Management
- Time Management

CERTIFICATIONS

- Smart Blogger SEO Certification
- Smart Blogger Content Marketing Certification
- Central Carolina Technical College Entrepreneurship and Small Business Management Certification

PROFESSIONAL EXPERIENCE

Freelance Writer

Various | September 2021 - Present

- Published an essay on The Cheetah Girls for Refinery29, earning praise from the film's executive producer in an Instagram post shared with 30,000 followers
- Wrote five listicles for Simon & Schuster's Off the Shelf blog, with one ranking as the #2 top-performing article in the September 2023 newsletter
- Authored an essay on Gone with the Wind, originally published in Salvation South and later recognized as a finalist in Day Eight's 2022 Arts Journalism Competition following revision
- Pitched and produced news articles and personal narratives for Rock the Bells, The Lighthouse, and The Sumter Item

Editorial Intern

Oxford American Magazine | January 2023 - April 2023

- Drafted 13 engaging and on-brand Instagram captions, generating 30,000 impressions
- Interviewed Alice Faye Duncan, acclaimed author of a Coretta Scott King Illustrator Honor book, for a published web feature
- Fact-checked and proofread 10 magazine features line-by-line, emphasizing accuracy, clarity, and consistency
- Read and rated submissions, attended editorial meetings, and uploaded stories to the content management system

Multicultural Marketing Intern

Simon & Schuster | June 2022 - August 2022

- Drafted a 900-word announcement for spring 2023 book selections, writing blurbs for eight picks
- Pitched books to 30 TikTok and Instagram influencers as part of a "Black Love Summer" marketing campaign
- Researched 20 diverse influencers bimonthly and compiled seven outreach lists using Excel
- Coordinated book mailings, attended weekly meetings, and wrote a blog post for the Off the Shelf content vertical