

DESTINY HAGEST

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EXPERIENCE

Liquid Web, Remote — *Content Strategist*

May, 2020 — Present

Responsible for messaging, brand-building content, and content strategy specifically to drive leads and unit sales.

CONTRACT WORK

Avocado Green Mattress, Remote — *Content strategist*

July, 2017 — August, 2020

Generated a 400% increase in social media audience size and strong brand awareness through coordinated partnerships through content pieces.

Spin, Remote — *Copywriter*

November, 2019 — July, 2020

Crafted the brand messaging and pitch decks for this ecommerce startup, helping them acquire investor funding and setting them up for a successful launch, even in the midst of COVID-19.

TAMAR., Remote — *Brand Strategist*

December, 2019 — July, 2020

Directed and created branding and marketing collateral, resulting in a successful first-time launch for this direct-to-consumer fragrance startup.

Joovy, Remote — *Brand Strategist*

December, 2019 — July, 2020

Repositioned the brand with a creative direction more aligned with their target audience, boosted direct-to-consumer revenue by 32% in my first six months on retainer.

Digital Exits, Remote — *Content Strategist*

December, 2014 — May, 2016

Created consistently high-performing conversion content to drive value of domains for this website broker.

*Content strategist with strong writing skills and **six years of experience.** Seeking associate/senior level role.*

PORTFOLIO

SKILLS

Copywriting
Content writing
Content strategy
Editing
Reporting/analytics
SEO
CMS use
CRM
Email marketing
Strategic Partnerships
Outreach
Content team management

PROFESSIONAL REFERENCES

Rob Gardner
CEO,
Joovy

Tamar Weinberg
Founder,
TAMAR.

Jessica Hahn
VP Brand Marketing,
Avocado Green Mattress