

Corey Fuller

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EXPERIENCE

Digital Content Writer

Sept. 2021 - Current

Terakeet | Remote

- Produces and procures on-site content for various online outlets such as client blogs, websites, and social media.
- Creates topical recommendations, article outlines, and optimized content to capitalize on content opportunities identified by performing **keyword research**, competitor analysis, and **content mapping**.
- Performs basic HTML coding to format landing pages and blog content.

Senior Digital Marketing Specialist

Feb. 2021- Present

Digital Marketing Specialist

Oct. 2018 - Feb. 2021

Terakeet | Remote

- Strategizes with Fortune 500 brands like **Eventbrite, Harry's, and more** to create an effective **SEO approach** for their brand website in order to improve search result positions and overall domain traffic.
- Develops email marketing campaigns on behalf of brands to perform personalized outreach to hundreds of thousands of unique influencers online.
- Increased client's overall domain traffic by **over 300%** and amount of ranking keywords by **150%**.
- Spearheads team of marketing specialists to achieve effective workflow, coordinates major projects, and takes on advanced leadership roles with client communication.

Editorial Intern

Aug. 2017 - Dec. 2017

Flaunt Magazine | Los Angeles, CA

- Performed vital editorial tasks such as fact-checking, copy-editing, and writing for the **print magazine**.
- Contributed content to Flaunt's digital site via **news stories, features, event recaps, and exclusive interviews**.
- Partnered with publicists, venue owners, and other agencies to set up and interview hip-hop artists such as A\$AP Ferg, Hoodie Allen, Dame DOLLA, and more on behalf of Flaunt.
- Coordinated Flaunt events (launch parties, activations, photoshoots) by curating social media buzz to Flaunt's **244,000 Instagram followers**, aiding with administrative tasks, and brainstorming event details.

Co-Founder, Staff Writer, Curator

Oct. 2015 - Aug. 2017

Hustle EVRYDY | New York, NY

- Founded a hip-hop and lifestyle blog with a focus on promoting new artists.
- Authored various music-related news, album reviews, curated playlists, and long-form features to the EVRYDY platform.
- Established and grew the EVRYDY brand on social media to **over 30,000 Twitter followers and 10,000 Instagram followers**.

EDUCATION

Ithaca College | Bachelor of Arts in Journalism

Aug. 2014 - May 2018

SKILLS

Writing/Editing/Copywriting | Google Suite | SEO | Social Media | Keyword Research | Content Mapping | Content Management Systems | Email Marketing | Adobe Photoshop | Hootsuite | Google Analytics