



Jess Kazamel

Content Producer & Coordinator

Contact

jkazamel@gmail.com

jesskazamel.com

917-774-8203

With over 10 years of experience engaging in a variety of products and platforms, your campaign will thrive in my hands. I have a very strong personal brand, and i'm confident that I can bring out the best in yours.

P.S. If you've read this far, you're lookin really cute today. <3

Skills

Adobe Photoshop

Creative Cloud

Adobe Premiere Pro

Bridge

CANVA

ASANA

Later

Pipefy

Shopify+

Google Drive & Apps

OneDrive

Outlook & Apps

Zendesk

Digital Analytics

Food & Prop Styling

Accountable

Communicator

Decisive

Confident

Canadian 🇨🇦

References

Available upon request.



Photo & Video Production



You deserve a passionate content producer that matches the voice of your brand. With over a decade of experience specializing in customer experience, I know how to reach your audience.

From tech to health foods to fashion and retail, I make it CUTE.

Full Service Production

- Creating and executing mood boards and shot lists.
- Managing teams for pre, shoot, and post.
- Professional and empathetic communication with artists and clients, ensuring alignment.
- Collaborating with leadership to create brand toolkits including colors, fonts, and vibes.
- Narrowing the focus of the campaign and aligning on the story the content should tell.
- Researching targeted audiences and including them in the brand story board.
- Delivering stunning content.

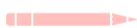
Editing

- 15+ years using professional editing software including Adobe Premiere Pro, Rush, and Photoshop, Bridge, and Canva.
- Transforming e-commerce, editorial, and lifestyle content into attention grabbing actionable items with proven CSAT and sale conversion.
- Short form comedy, marketing materials, Instagram/TikTok reels and stories.
- Most notably, my production of HPV Barbie is featured on Elizabeth Banks' website whohaha.com, and has been requested by doctors to share with patients.

Analytics

- Utilizing engagement data to consistently reach audiences and trends.
- Clear and digestible reporting.
- Organizing content with SEO data leading to clear audience analytics, and higher engagement.
- Lead all campaigns with emphasis on how the narrative generates results—clicks, engagement, and conversion.
- * Data from my start date with ISLY NYC in Feb 24' through April 24', proved a 248% increase in post interactions. The ISLY NYC Pride 24' Campaign alone, the engagement increased 75%.

Copywriting



Product knowledge is my specialty. I use consistent and client friendly language, with proven results for conversion and retention. Skilled in SEO, sassy captions, and marketing for fashion & CPG products. Examples available on jesskazamel.com, password available upon request.

ISLY NYC

- Instagram captions for the Summer is for Slvts campaign, Summer 2024, resulted in a 481% increase in post interactions.
- Lead research and training efforts to ensure consistent brand voice across all social media platforms.
- Updating internal and B2B copy with concise and approachable language, increasing communication efficiency.

Amazon/ShopBop

- B2B communication in relation to e-commerce requirements for selling on Amazon.
- Processing GTIN's, creating client facing copy, and nurturing long standing relationships with luxury brands like Anine Bing, Good American, and Paige.

Sixpenny

- As a fully e-commerce luxury furniture brand, it was my job to become an expert in product knowledge.
- Creative and digestible copy is essential in ensuring customer satisfaction with out a showroom.
- With a customer service team confident in their copy, we sustained positive conversion growth from 2020 through 2022.

Min&Mon

- Instagram/TikTok captions, email marketing, and customer facing macros for common FAQ's.
- Collaborating with leadership and stakeholders, we successfully created a consistent brand voice for Min&Mon.
- I pride myself in my ability to communicate with small businesses. Your start up is your pride and joy, and I'm here to help you reach your audience, not take over create control of your brand expression.