

Elias Vines

eliascvines@gmail.com ❖ (252) 717-4099 ❖ Greenville, NC ❖

WORK EXPERIENCE

Eventecos	December 2025 - Present
Web Copywriter	Jackson,MS
- Increased brand visibility and lead generation by developing SEO-driven website, landing page, and digital marketing copy that translated strategic marketing briefs into compelling, customer-focused messaging for an event management SaaS platform. - Strengthened customer engagement by adapting brand voice across web pages, product messaging, and promotional content, ensuring copy resonated with venue managers, event organizers, and attendees while supporting business objectives. - Improved website search performance and user experience by optimizing long-form and short-form content using SEO best practices, audience research, and behavioral insights. - Delivered cohesive marketing campaigns by collaborating with cross-functional stakeholders to align messaging across websites, digital marketing initiatives, and customer communications. - Managed multiple high-priority content projects simultaneously by balancing deadlines, evolving priorities, and quality standards within a fast-paced marketing environment.	
Eastern AHEC	Oct. 2024 – June 2025
Marketing Assistant	Greenville, NC
- Increased audience engagement by 30% by creating and executing multi-channel marketing communications across social media and digital platforms for healthcare professionals and community audiences. - Grew LinkedIn followers by 50% within six months by writing audience-specific social media copy that strengthened brand awareness while adapting messaging to platform-specific audiences. - Improved campaign performance by analyzing engagement, reach, and audience metrics, then refining messaging strategies to increase content effectiveness and user interaction. - Supported integrated marketing campaigns by collaborating with leadership and cross-functional teams to develop cohesive content aligned with organizational goals and brand standards. - Produced engaging digital content across promotional channels by balancing informational and brand-focused messaging that increased visibility and strengthened audience relationships. - Managed multiple marketing initiatives simultaneously while maintaining consistent quality, accuracy, and adherence to project deadlines.	
Study.com	March 2023 – September 2024
Brand Copywriter	Mountain View, CA
- Increased organic content visibility by producing SEO-optimized long-form articles and digital content that aligned with user search intent and business marketing objectives. - Improved engagement and readability by analyzing audience behavior and optimizing copy to increase retention, usability, and overall content performance. - Strengthened brand consistency by adapting tone and messaging for diverse educational audiences while maintaining a clear and engaging brand voice across digital platforms. - Collaborated with editors, writers, and cross-functional stakeholders to transform creative briefs into polished content that met quality standards and strategic objectives. - Edited and refined content across multiple digital channels, ensuring messaging remained consistent, accurate, and aligned with brand guidelines while managing multiple assignments in a deadline-driven environment.	

EDUCATION

East Carolina University	August, 2025
Bachelor of Science in Business Administration, Marketing	Greenville, NC

SKILLS

Copywriting • Content Development • Brand Voice & Tone Adaptation • Multi-Channel Marketing Communications • SEO Copywriting • Content Strategy • Social Media Copywriting • Landing Page Copywriting • Email Marketing • Editing & Proofreading • Creative Brief Interpretation • Cross-Functional Collaboration • Audience Research • Google Analytics • Microsoft Office Suite