

Amelia Camurati

Copywriter

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Education

University of Mississippi

Bachelor's Degree in
Journalism

Bachelor's Degree in Theater

2011, OXFORD, MISSISSIPPI

Awards

- **Best Education Reporting**, first place, Press Club of Long Island, 2019
- **Best Crime and Justice Reporting**, first place, Press Club of Long Island, 2019
- **Best Picture-Story Combination**, first place, Mississippi Press Association, 2014
- **Best Planned Series**, second place, Mississippi Press Association, 2013
- **Best Non-local News/Feature**, third place, Press Club of Long Island, 2018
- **Best Arts and Entertainment Writer**, third place, Southeast Journalism Conference, 2010
- **Best Spot News Photo**, honorable mention, New York Press Association, 2018

Skills

Copywriting, copy editing, communication, research, strategic messaging, social media marketing, digital marketing, project management, collaboration, brand voice and tone, SEO writing, UI/UX writing, time management, client presentations, teamwork, adaptability

Experience

VML / SEO and Paid Media Copywriter

NOVEMBER 2021 - MAY 2024, MEMPHIS, TENNESSEE

Produced high-quality copy for websites, social media, email campaigns, advertisements, and print media. Understood target audiences and tailored messages to drive engagement and conversions. Utilized strong research skills and exceptional grammar while collaborating with cross-functional teams. Focused on storytelling and delivering results-driven content aligned with brand voice and strategy.

40A. / SEO Content Writer and Editor

MARCH 2020 - DECEMBER 2021, MEMPHIS, TENNESSEE

Implemented SEO best practices to enhance content readability, usability, and accessibility for users and search engines. Developed high-quality, SEO-friendly content including articles, blog posts, website copy, and social media posts. Edited and proofread content for grammar, spelling, punctuation, and coherence, ensuring a consistent tone and style.

Niffey Consulting / Senior Copywriter

AUGUST 2020 - APRIL 2021, MEMPHIS, TENNESSEE

Collaborated with directors and designers to develop cohesive concepts and messaging strategies that effectively communicate brand values and engage target audiences. Created compelling copy for advertising campaigns, marketing collateral, website content, social media posts, and email campaigns.

Stony Brook University / PR Strategist and Content Editor

AUGUST 2018 - DECEMBER 2018, STONY BROOK, NEW YORK

Created and edited compelling content for press releases, media kits, bylined articles, blog posts, website copy, and social media platforms—ensuring accuracy, relevance, and adherence to brand voice and style guidelines. Collaborated with leadership and cross-functional teams to define messaging priorities and key talking points for the university and its hospital.

Blank Slate Media / Reporter and Social Media Manager

JUNE 2017 - AUGUST 2018, LONG ISLAND, NEW YORK

Crafted engaging, informative articles for print and digital publication, adhering to editorial standards, deadlines, and style guidelines. Conducted research, interviews, and investigations to gather information and produce accurate, well-written news stories covering topics from breaking news to feature articles.

Oxford Magazine / Feature Writer

JUNE 2015 - JUNE 2017, OXFORD, MISSISSIPPI

Wrote compelling feature articles utilizing creative storytelling techniques, descriptive language, and engaging narratives to bring stories to life.
