

# Riley Doe

## CAREER OBJECTIVE

A writing career in marketing that utilizes my detail-orientation, self-motivation, and creative skillset

## SKILLS

- Fluent in Spanish
- Computer Proficiencies include Microsoft Excel, Microsoft Word Processor, Adobe Photoshop, and Adobe Illustrator
- Excellent written and verbal communication skills
- Highly organizational and detail-oriented
- Self-motivated and creative-thinking

## EXPERIENCE

### Writing Intern - *Illinois Times*

MONTH 2017 - MONTH 2018

- Wrote and edited weekly pieces on an as-needed basis
- Assisted in managing freelance writers and photographers

### President - *University of Illinois at Springfield English Club*

MONTH 2015 - MONTH 2017

- Organized club promotion and wrote promotional material
- Coordinated monthly activities for 40 members

### Fiction Editor - *University of Illinois at Springfield Alchemist Review*

MONTH 2013 - MONTH 2017

- Authored creative articles and stories for the journal
- Assisted in editing submitted stories by outside authors

## EDUCATION

### University of Illinois at Springfield, Springfield, IL - *Bachelor of Arts in English*

MONTH 2013 - MONTH 2017

Major: English

Minors: Business, Communications


GPA 3.82/4.0

## AWARDS

Dean's List: Fall 2013, Spring 2014, Spring 2015, Fall 2015, Fall 2016, Spring 2017


Alpha Phi Alpha: English Honorary

2016 Brookens Library Undergraduate Student Research Award



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### Marketing Writer

ArcSoft - San Francisco Bay Area  
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
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**About this job**

 Job description

**Note:** This is a full-time position, no freelance or consultants please.


**Portfolio Submission:** Applications must be accompanied by a writing sample. Applications will not be considered complete nor resumes reviewed without samples attached.

The **Marketing Writer** supports the marketing and product team and helps drive brand and demand with high-impact, creative copy. This role is responsible for creating and producing corporate and product messaging and copy to be used in the full spectrum of digital and offline marketing and promotional programs. The Marketing Writer will produce copy as diverse as website and social media content, product copy and tutorials and promotional copy for various channels. Critically, the Marketing Writer will be expected to put together editorial calendars and project-manage content development.








**Responsibilities:**


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 **Tonie Berryman**  
Director, Human Resources &...  
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- Develop sparkling, precise, powerful on-brand copy for all media, with particular emphasis on in-app including copy string and in-app-purchase, as well as social media channels including blogs, Twitter and Facebook.
- Take the lead in repurposing messaging into appropriate copy for the web, ads, press releases, scripts, demos, executive content, presentations, surveys and the odd "old school" printed piece that may still turn up.
- Owning social media management and analysis including creative strategy and content.
- Where necessary, project-manage resources and contributors including product management, marketing colleagues, executives, creative and others to meet deadlines and project requirements.
- Develop, coordinate, post and maintain editorial calendars for various marketing programs including social media and in-app content.
- Develop and refine corporate and product messaging. Ensure consistent application of brand voice.

**Requirements:**

- Bachelor's or higher in communications, marketing, journalism, or English
- Versatile and strong writing ability including demonstrated strength in adapting the voice and tone to the target audience and marketing channel.
- Five or more years of experience as a professional writer, ideally gained across multiple creative platforms and in mobile apps and/or consumer software.
- Excellent project and time management skills with the ability to multi-task and work in a deadline-oriented environment.
- Experience commissioning and managing freelance writers, developers and graphic designers.
- Detail-oriented with a zeal for catching typos and grammatical errors.
- Self-motivated, a creative thinker and team player who works well in collaborative cultures.

**Highly desired:**

- Previous journalism role, or previous experience with online ad copy or in-app copy.

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- Demonstrated capacity for strategic thinking.
- Experience in writing short copy with difference voices is a plus.

About this company

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ArcSoft is the global leader in imaging technology. From embedded software solutions that enable visual 'thinking' capabilities in more than one billion mobile smartphones, to cloud-based imaging services, to our wildly popular makeup app, there's a great chance ArcSoft has already improved a photograph or video you've seen. We customize our solutions to serve the world's leading device companies, and also package our best offerings into direct-to-consumer software and apps.

We're the creative team that brought you Perfect365®, the world's best free makeup app for iPhone, Android and Windows phones, with tens of millions of users. We're also the think tank behind simplicam™ powered by Closeli™, the first and only home monitoring Wi-Fi video solution that uses Face Recognition to tell you who is home, or if an unrecognized person is there.

Now in our 20th year, ArcSoft's cutting edge technologies empower smartphones, tablets and digital cameras to capture the highest-quality images, and also enable searching, processing and managing large volumes of visual data in the cloud. Our suite of photo and video editing software is used by photography enthusiasts and professionals alike.

Our smart algorithms power a range of facial and object recognition applications, gesture technologies and encoding/decoding software; unlocking endless imaging possibilities for computers, TVs, digital cameras, the hottest wearables, home appliances and cloud-based solutions.

Working closely with our corporate partners and customers – including many of the world's leading OEMs and chip manufacturers such as Samsung, LG, Nokia, Nikon, Olympus, Sony and Qualcomm – we provide a full line of advanced imaging solutions ranging from face and object recognition/detection, content-based analysis for pictures and video, to studio-quality image and video enhancement.

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