

KIANA COOK

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SUMMARY

Creative content marketing and social media professional with 3+ years of experience in brand storytelling, copywriting, consumer research, and community engagement. Proven ability to develop and execute content strategies that drive growth, spark conversation, and foster connection—particularly among Gen Z and millennial audiences. Skilled in translating complex ideas into compelling digital narratives, managing cross-functional projects, and navigating the evolving landscape of social platforms.

PROFESSIONAL EXPERIENCE

EF Ultimate Break, Boston – Copywriter & Social Content Creator

January 2024 - PRESENT

- Write marketing copy for paid ads, emails, travel itineraries, and website—supporting campaign launches and ongoing customer engagement.
- Own brand voice across emerging platforms like Threads and TikTok; collaborate with social team to write captions, scripts, and community responses.
- Monitor and engage with audiences daily on Instagram, X (Twitter), and Threads to foster brand conversation.
- Concept and script short-form videos; contributing to multiple high-performing pieces of viral content.

Flip Japan Guide, Tokyo – Social Marketing Manager

November 2022 - December 2023

- Led content strategy and daily posting across TikTok, Instagram, and YouTube, growing total audience engagement by 20% on TikTok and 8% on YouTube in 30 days
- Applied SEO and trend research to develop culturally relevant, high-performing video content
- Oversaw content calendar, analytics reporting, and community engagement to improve retention and reach

Tierney, Philadelphia – Copywriter Intern

January 2022 - September 2022

- Produced cross-platform ad copy for clients: Comcast, Xfinity, and iHeartRadio—spanning TV, radio, UI, and blog formats
- Researched and sourced trending media to develop promotional creative, including longform commercial assets for Xfinity's entertainment division.
- Collaborated with creative and production teams to deliver consistent, performance-driven messaging

Bumble, Philadelphia – Content Marketing Manager

January 2021 - May 2022

- Conducted in-depth market research to identify gaps and growth opportunities in Gen Z dating app usage across college campuses
- Led influencer marketing and event programming that resulted in a 1,200+ user lift in the Philly market in under a year
- Created billboard messaging and campaign slogans featured in Times Square for Bumble Brew café launch, merging experiential marketing with viral brand storytelling

EDUCATION

TEMPLE UNIVERSITY, Philadelphia – Klein College of Communication

B.A. in Advertising: Graphic Design and Copywriting

Leadership: Campus Content Manager, VS Pink; Founding Member, Tri Delta Sorority; Director, Temple Ad Club; Director, Allotrope Agency

SKILLS & INTERESTS

- **Tools & Platforms:** Adobe Creative Suite, Canva, Sprinklr, Later, Google Analytics, Meta Business Suite
- **Creative Skills:** Video scripting, copywriting, editorial strategy, trendspotting, brand storytelling, SEO, UI/UX writing
- **Interests:** Trend forecasting, Korean food, sustainability in fashion, reading fiction, outdoor running, digital culture