

**Belle Long** → belleflong@gmail.com | (352) 682-4759

*Big believer in how powerful communication can move companies - and societies - forward*

## EXPERIENCE

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### Wildtype

#### MARKETING ASSOCIATE | Feb 2023 - Present

- Managed brand and social strategy for a \$123M Series B sustainable seafood startup.
- Grew social following by **45%** in one year by developing and executing organic and paid content strategy for @wildtypefoods across all platforms (total audience of **75K**).
- Conducted initial consumer insights to develop GTM planning and paid advertising strategy to support **2 product launches** and **5 key partnership** announcements.
- Worked cross-functionally with internal and external teams to manage the editorial calendar and hone written and visual tone for website, email, video, and blog content.

### Forbes

#### CONTENT (EDITORIAL) INTERN | Dec 2021 - April 2022

- Wrote the profiles and net worth valuations of **30** billionaires published in the annual *Forbes Billionaires List*.
- Conducted extensive research, interviews, and analysis of private wealth portfolios and SEC filings. Subject to tight deadlines and thorough fact-checks.
- Pitched article concepts and published multiple digital news articles.

### Mailchimp

#### BRAND MARKETING INTERN | May 2021 - December 2021

- Owned social and web copy for **three** original podcasts (generating **1M+** downloads each) for Mailchimp's in-house branded content studio.
- Collaborated on support campaigns for Pride and Hispanic Heritage Months.
- Key stakeholder in the development of a branded video series in partnership with external agencies and production company *Hello Sunshine*.
- Tracked web performance analytics and presented findings to executive team.

### L-Soft

#### BRAND DESIGN INTERN | Mar 2020 - April 2021

- Re-designed company website as part of a 3-person team, from wireframing to publication.
- Incorporated a full-funnel UX strategy across .
- Wrote SEO-focused blogs, website copy, and sourced customer testimonials.

## EDUCATION

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#### GEORGE WASHINGTON UNIVERSITY

Major: Political Science and Journalism

Wrote 400+ articles for college newspaper

## SKILLS

Adobe Creative Suite - Social Analytics -  
Photography - Video Editing - Event  
Planning - Budget Management -  
Copywriting - Influencer Management