

# CAELI FAISST

Content Strategist & Copywriter

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[LinkedIn](#) | [Portfolio](#)

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## WORK

### EXPERIENCE:

#### Content Strategist

*Townsquare Interactive (2025-Present)*

- Crafts and proofs unique web copy for 3-5 businesses daily (13,000 words)
- Optimizes content to improve open rates, click-through-rates, and SEO rankings
- Collaborates with Sales and Design team to refine client's messaging before going live

#### Content Writer

*Townsquare Interactive (2022-2024)*

- Wrote tailored content for client websites and landing pages in accordance to AP style guidelines
- Worked with Editorial team and SEO analysts to ensure all submitted content was accurate and consumable
- Managed AI testing for content department to determine pros and cons of ChatGPT

#### Marketing Copywriter (Contract)

*Elevation Church (2021-2022)*

- Conceptualized and wrote copy for integrated campaigns for the Elevation YTH brand
- Worked with Creative Directors and Video crew to create scripted content for globally streamed promos and videos
- Executed weekly email campaigns for an average audience of over 6,900

#### Social Media Coordinator

*Risen Music Publishing (2019-2022)*

- Developed a full brand style and language guide for the organization to follow, increasing engagement by 200%
  - Wrote social copy and monitored weekly posts on all platforms to track trends and areas of growth
  - Initiated and ran point on online collaborations with artists and content creators
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## SUMMARY:

Dedicated professional with experience crafting engaging copy across various mediums, including websites, social media, emails, and video scripts acquired across 10 years of related roles. Motivated and detail-oriented. Proficient in collaborating with others and communicating goals and expectations. Always ready to learn new things.

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## EDUCATION:

SUNY Fredonia

Bachelor of Arts, Theatre

*summa cum laude, Keeper of the Dream scholar*