

# ROSE DUKE

## COPYWRITER & CONTENT STRATEGIST

I'm a lean, keen, content strategy machine. I've been an advertising social media junkie for over ten years and currently lead the social & content teams at Waymo and The Cheesecake Factory (I contain multitudes!).

In my free time, I serve as a freelance content strategy consultant for a variety of brands across diverse markets.



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[roseduke.co](http://roseduke.co)



Remote & Los Angeles

## EXPERIENCE

### ASSOCIATE DIRECTOR, SOCIAL & COPY

MOCEAN | Sept 2021-present

Develop, create, and direct innovative and engaging marketing campaigns from pitch to production and reporting

Direct content and creative strategy for brands that include Waymo, Lucid Motors, The Cheesecake Factory, Bed Bath & Beyond, The Wizarding World of Harry Potter, Elvis, and more.

Structure systems for community managers, producers, and designers to ensure timely, accurate, and successful campaign execution

Develop Tone & Voice for pitches, product launches, rebrands, and targeted campaigns

### SENIOR SOCIAL MEDIA MANAGER

Semihandmade & BOXI | Feb 2021-Sept 2021

Led digital and social content strategy for all social channels & the SemiStories blog to support two brands: BOXI and Semihandmade.

Managed and developed influencer strategy, partnership, and press opportunities for social and editorial channels

Identified and analyzed key reporting metrics for social to drive revenue by 50% on average MOM with both organic and paid social strategy

### SENIOR BRAND MANAGER

Gardenhouse Brands | 2018-2021

Launched and developed Domcbd, Dompen, Koa Exotics, and Gardenhouse branding, marketing strategy, & creative direction

Organized, forecasted, and tracked yearly and quarterly marketing budgets & managed community managers and brand ambassadors



## SKILLS

Content Strategy

Copywriting

Campaign Pitching

Scriptwriting

SEO

Social Content Planning

Project Management

Brand Strategy

Creative Direction

Business Dev

Account Management

Reporting

## AWARDS

### SHORTY AWARDS

Lucid Motors: Nominee

The Cheesecake Factory: Finalist

The Cheesecake Factory: Nominee

## EDUCATION

### WILLIAM & MARY

BA, Political Science 2015

BA, Material Identities 2015

## REFERENCE

### JILL WHALEN

Social Director & Strategist

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