

Idia Leigh
idia.leigh@gmail.com

PROFESSIONAL EXPERIENCE

Aquent Studios | Salesforce

Minneapolis, Minnesota

Copywriter for Service Cloud

August 2022 - Present

- Developed advertising copy for Salesforce products, content, and events.
- Concepted and pitched creative branding, experiences, and communications
- Acted as the copy lead for the initial Service Cloud website rebuild
- Collaborated with designers to create projects and campaigns

Whole Kids Foundation and Whole Cities Foundation

Austin, Texas

Digital Content and Social Media Specialist

January 2021 - December 2021

- Developed social media strategies for both foundations
- Managed and created content for social media profiles and newsletters
- Updated websites with own copy as well as contributor content

Alt Midia

Rotterdam, Netherlands

CEO, Social Media Specialist, and Copywriter

May 2019 - May 2020

- Managed and created content for social media profiles
- Created written content for companies
- Edited and refined previously created content

IOpenEye Productions

Rotterdam, Netherlands/Global

Copywriter

July 2019 - May 2020

- Managed social media profiles
- Wrote content for social media profiles and website
- Drafted emails and contacted potential partners, participants, and followers of productions

Polette Eyewear

Amsterdam, Netherlands

Social Media Intern

August 2019

- Wrote creative content for social media posts
 - Created and scheduled ads for social media platforms
 - Edited website written content to be on the level of native English speakers
 - Wrote press releases for new products
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SKILLS, INTERESTS, AND HONORS

Art Certificate in Literary Media and Communications

Spring 2013

- Completed a four-year art curriculum in Literary Media and Communications with a specialization in playwriting.
- Finished with awards in writing in fiction, poetry, and playwriting

Skills

- Editing; Creative Copy; Concepting; Figma; MS Word, Powerpoint, Excel; Adobe Audition; Basic French; Social Media; Wordpress; Khoros; Mailchimp