

SIERRA KANE

📍 Remote/Milwaukee | [🔗 Portfolio](#) | [🔗 LinkedIn](#) | [✉️ sierraak@gmail.com](#)

Professional Summary

Hi there, I'm Sierra, your friendly neighborhood Digital Marketing Manager, Senior Copywriter, and Community Manager with 10+ years of experience building brand voices, crafting clever copy, driving audience engagement, and delivering results for top global clients. I love transforming big ideas into compelling narratives for B2B and B2C clients across digital platforms, social media, and irl experiences. I truly enjoy managing teams, mentoring contractors, connecting with colleagues, and fostering a positive work environment—even when the work is remote.

Platform and tool proficiencies: Slack, Asana, Airtable, BOX, Google Suite, Sprinklr, SEO, SMO, Google Analytics, Facebook, Instagram, TikTok, native social analytics, Reddit, YouTube, iMovie, Hootsuite, PowerPoint, Adobe, and Jira.

Select Skills

Thought Leadership ✓	Written Communication ✓	Social Media Management ✓	Creative Writing and Ideation ✓	Project Management ✓
Attention to Detail ✓	Oral Communication ✓	Data Analytics and Analysis ✓	Strong Problem-Solving Skills ✓	Focus and Autonomy ✓

Experience

Senior Copywriter | Cynosure Creative Agency

LA | Remote - May 2020-Current

- Builds decks, develops content, writes copy, and manages social media content for high-profile clients: Disney+, Amazon Prime, Warner Bros., Paramount, etc.
- Helped grow the company by 500% over the course of four years

Copywriter / Event Marketing | Freelance

LA | NYC | BOS | CHI - May 2017-March 2020

- Scripted and produced original video content for a fast-growing B2C retailer
- Managed marketing events and pop-up promotions for Google, NIKE, Chase Bank, IKEA, etc.

Copywriter | Cashmere Agency

Los Angeles, CA - December 2016-April 2017

- Developed and maintained brand identity across digital platforms for culturally impactful brands
- Utilized social media analytics and emerging digital strategies to review posts and optimize accordingly

Social Media Copywriter & Community Manager | Media Design & Marketing

Los Angeles, CA - May 2015-November 2015

- Developed and managed the digital and social content calendar, including copy, graphics, videos, and social media contests
- Quantifiably improved clients' online sentiment using key reputation management tactics

Creative & Digital Content Coordinator | Barker Advertising & Interactive

New York, NY - May 2014-February 2015

- Propelled copywriting, strategy, and digital projects into motion at this fast-paced, award-winning, creative agency—continually keeping the teams on task
- Brainstormed and developed copy for print, OOH, direct mail, B2B, and digital mediums

Education

University of Connecticut

MFA, Interdisciplinary Performance | May 2020

California State University, Fullerton

BA, Communications—Advertising Concentration | May 2014