

Goldie Aharon

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Professional Summary

Creative and driven content specialist with a journalism background and hands-on experience in copywriting, video production, social media, and leadership. Currently leading content, communications, and digital strategy, combining storytelling with strategy to grow brand presence and audience engagement. Proven ability to manage multiple projects, lead teams, and deliver clear, engaging content across platforms.

Skills

- Copywriting & Content Strategy: Blog posts, newsletters, website copy, feature writing
- Social Media Management: Strategy, content creation, scheduling, analytics (Instagram, TikTok, YouTube, X)
- Video Production: Scripting, filming, editing (Adobe Premiere Pro, Final Cut Pro, Capcut)
- Project Management: Team leadership, intern supervision, content workflows
- Digital Tools: WordPress, Canva, Google Suite, Microsoft Office
- Interviewing & Reporting: In-person and remote interviews, field research, event coverage
- Newsletter Creation: Writing, formatting, list management, performance tracking

Education

Bachelor of Journalism

Carleton University – Ottawa, ON

Graduated: 2024

- **President's Scholarship Recipient**

High School Diploma

Richmond Hill High School – Richmond Hill, ON

Graduated: 2020 (97% average)

Professional Experience

Content Writer & Marketing Lead

Dirt Legal | November 2024 – Present

- Write, edit, and manage high-performing, SEO-driven content related to vehicle registration and automotive law
- Plan and manage all social media channels and campaigns, increasing brand visibility and engagement
- Produce, write, and design the company's weekly newsletter for thousands of subscribers

- Supervise a team of interns, delegating tasks, providing feedback, and supporting their professional growth
- Oversee project timelines and workflows to ensure smooth content production and campaign rollouts
- Represent the company at events and automotive industry meetups; conduct in-person interviews
- Visit mechanic shops and industry professionals to produce written and video feature stories
- Create and edit engaging videos for social media and blog content using Adobe Premiere Pro
- Drive content planning that reflects trends, brand messaging, and audience interests

Writer & Multimedia Journalist

Various Clients & Publications | 2020 – Present

- Produced articles, features, and videos for publications including *Jejune Magazine* and *Capital Current*
- Conducted interviews and field reporting, integrating visual and written storytelling
Created social media content to accompany editorial pieces and boost engagement
- Built and maintained a personal content portfolio across written and video platforms

Editorial Intern

Jejune Magazine | Remote | 2022 – 2023

- Published 8 feature articles on fashion, art, and culture
- Interviewed emerging creatives and covered cultural trends with a distinct editorial voice
- Collaborated with editors to refine copy and meet deadlines
Contributed to digital campaigns aimed at growing the publication's reach

Copywriter & Project Manager

Clear Consulting Agency | Toronto, ON | 2021

- Wrote web copy, landing pages, and campaign material aligned with client branding
Managed client relationships, coordinated timelines, and led project execution
Produced performance reports with recommendations for content strategy adjustments
- Optimized internal workflows to improve creative output and efficiency