

# Alston Slatton

Arkansas raised, New York aged

## Earned Money

### Verbit, Copywriter

New York, NY  
2021–curr.

- 🧬 Defined brand's mission, vision, and positioning statements with C-suite execs
- 🧩 Created a messaging matrix to map persona needs to relevant product features
- 📧 Managed a freelance writer to support monthly email marketing campaigns

### General Assembly, Copywriter

New York, NY  
2020–2021

- 🏆 Produced the brand's [best-performing post](#)
- ✂️ Adapted technical, [long-form content](#) into an approachable [social series](#)
- 🌐 Led B2C copy with cohesive narratives across multiple global channels

### General Assembly, Associate Copywriter

New York, NY  
2019–2020

- 🔗 Introduced the company to [Linkin.bio](#) (and driving conversions via Instagram)
- ❤️ Collaborated with DEI stakeholders to devise [digital-first heritage campaigns](#)
- 📊 Analyzed performance to make data-driven content decisions and plan calendar

### Routledge | Taylor & Francis Group, Editorial Assistant

New York, NY  
2017–2019

- ▶️ Developed department-adopted innovations that optimized workflow
- 🕒 Project-managed manuscripts (and authors) from proposal to publication
- 😊 Wrote technical copy for both internal and client use

## Burned Money

### New York University, Tisch School of the Arts

New York, NY  
2013–2017

- 📖 Bachelor of Arts: English and American Literature
- 🎨 Bachelor of Fine Arts: Drama

## Publications

📄 "The Battle Him of the Republic". *Arkansas Review: A Journal of Delta Studies*. April 2018

## Skills

- ⚙️ A/B Testing
- ⚙️ JIRA, Trello, Asana
- ⚙️ Basic HTML, Markdown
- ⚙️ Microsoft, Google Suites
- ⚙️ Photoshop, Illustrator, iMovie
- ⚙️ Sprout Social, Buffer, Later, Canva
- ⚙️ Squarespace, Wix, Drupal, Unbounce
- 🎨 Branding
- 🎨 Pop culture
- 🎨 Storytelling
- 🎨 Content strategy
- 🎨 Memes, digital trends
- 🎨 Collaborative creative process
- 🎨 Deep knowledge in UX, data science, tech