

OZOLA CODY

Copywriter | Digital Content Creator | Marketing Specialist

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<https://www.ozcollectivemedia.com> | copyfol.io/v/twznqrbg

PROFESSIONAL SUMMARY

Creative communicator with a strong background in digital marketing, copywriting, and content creation — translating complex ideas into clear, audience-focused messaging across web, social, video, and print. My work spans SEO content, brand storytelling, and government outreach, consistently driving measurable engagement. I move easily between strategy and execution, always keeping content effective and accessible.

AREAS OF EXPERTISE

Creative Copywriting	Market Research & Analysis	Digital Marketing Strategy
Digital Content Creation	Client Relationship Management	Adobe Suite & ADA Compliance
Videography, Editing & Photography	Cross-Departmental Collaboration	Audience Segmentation & Analytics
Social Media Engagement	Storytelling & Narrative Development	UX Design & Web Content
Web & Graphic Design	WCAG Accessibility	CMS & HTML/CSS

PROFESSIONAL EXPERIENCE

CA Department of Fish and Wildlife — Sacramento, CA	CURRENT	2025 – Present
Marketing Specialist		

Office of Communications, Education and Outreach (OCEO)

- Plan and run marketing and outreach campaigns — develop consistent, audience-specific content across Wildlife Branch programs and close messaging gaps.
- Build and update WLB web pages with the Data and Technology Division — applying web/graphic design best practices to keep content clear, on-brand, and visually consistent.
- Ensure all digital content meets WCAG 2.1 AA standards — color contrast, alt text, heading structure, and keyboard navigation.
- Manage web pages on the DNN via CMS and basic HTML/CSS — editing layouts, embedding media, and maintaining consistent site structure.
- Optimize all graphics, infographics, and digital assets for web performance, brand compliance, and accessibility.
- Analyze audience segmentation, demographic, and user-behavior data to sharpen campaign targeting and improve results.

- Represent CDFW at trade shows, educational fairs, and public lectures, engaging the public on current initiatives.

Oz Collective Media — Sacramento, CA	2018 – Present
Freelance Digital Content Creator & Copywriter	

- Co-produced audio drama *JONA* with Headfone.
- Elevated brand awareness for GOS Art Gallery, Runaway Mill Productions, Christina Mercy Paints, and Stardust through targeted content and social campaigns.
- Built a steady client base through referrals, delivering work consistently on time and on brand.

Golden 1 Credit Union — Sacramento, CA	2023 – 2024
Contracted Copywriter	

- Helped launch the Credit Builder Line of Credit, bringing banking access to Del Paso Heights residents for the first time in over 30 years.
- Wrote copy for Mobile Banking, Money Market, Easy & Free Checking, and Home Loan campaigns — social content drove strong click-through rates with the target audience.

Morton Golf LLC — Sacramento, CA	2022 – 2023
Digital Marketing Coordinator	

- Refocused the blog toward women golfers, driving measurable increases in sales and event participation across Greater Sacramento.
- Improved Google rankings and organic traffic through consistent, SEO-targeted content across the site.

Respite Care Provider & Behavioral Technician — Sacramento, CA	2011 – 2018
<i>Interim Professional Role</i>	

- Supported children with autism in home and school settings using individualized behavioral strategies.
- Tracked progress and maintained detailed reports to support treatment planning.

National Park Service — Golden Gate National Recreation Area, San Francisco, CA	2007 – 2011
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- Wrote press releases, external communications, and internal newsletter content for park events and public updates.
- Prepared speech talking points for senior leadership aligned to organizational priorities.

- Drafted and managed film and television permits in compliance with park regulations.

Los Rios Community College District — Sacramento, CA	2003 – 2007
Media Instructional Aide	

- Coordinated and broadcast live courses to off-campus and remote sites, operating and troubleshooting all A/V equipment.
- Shot, edited, and produced video and motion graphics to support instructional content delivery.

EDUCATION

Bachelor of Arts in Broadcast & Electronic Communications	1995 – 2000
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San Francisco State University — San Francisco, CA

Pursued Master of Fine Arts in Advertising (Emphasis in Copywriting)	2007 – 2009
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Academy of Art — San Francisco, CA • Completed 30 Units

MEMBERSHIPS & AFFILIATIONS

International Association of Professional Writers and Editors (IAPWE) — Member

PORTFOLIO

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