

# KIANA CURTIS

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Experienced Freelance Writer with six years of experience in writing and content strategy. Skilled in researching, writing, and editing engaging copy, articles, and videos for diverse clients on marketing, entrepreneurship, mortgage, real estate, finance, and general business topics.

## EXPERIENCE

**MAY 2019 – PRESENT (REMOTE)**

**FREELANCE CONTENT CREATOR, VARIOUS COMPANIES**

- Increased audience engagement by producing high-performing content across social media, email marketing, video, and website copy for clients in marketing, entrepreneurship, mortgage, real estate, finance, tech, and general business.
- Published in leading industry outlets such as Medium publications, Kiplinger, NewHomesMate, and The Mortgage Reports, delivering insightful, data-driven content that educates and converts.
- Boosted brand visibility by creating SEO-optimized articles, scripts, and multimedia content that aligned with evolving market trends.
- Enhanced storytelling impact through scriptwriting, video production, and editing, helping brands effectively communicate complex ideas in an engaging format.
- Drove higher video engagement rates by producing, recording, and editing dynamic video content optimized for social media, YouTube, and marketing campaigns.
- Portfolio: [www.KianaCurtis.com](http://www.KianaCurtis.com)

**DECEMBER 2021 – AUGUST 2022 (REMOTE)**

**MORTGAGE LOAN OFFICER, AMERICAN FINANCIAL NETWORK, INC.**

- Conducted pre-call discovery, evaluated loan applications, analyzed financial statements, and performed credit checks to determine the creditworthiness of borrowers.
- Collaborated with underwriters, appraisers, and other financial professionals to ensure timely and accurate processing of loan applications.
- Maintained successful client relationships by providing excellent customer service, resolving issues, developing rapport, and assisting with proprietary systems.
- Utilized HubSpot to track sales activity and provide accurate reporting to the Manager.
- NMLS #2153811. Licensed in Ohio.

**FEBRUARY 2021 – SEPTEMBER 2021 (REMOTE)**

**REAL ESTATE ACQUISITIONS SALES ASSOCIATE, ACCELERATION CAPITAL**

- Successfully acquired distressed residential properties, consistently achieving and exceeding sales goals and quotas.
- Prospected and developed new business and managed and grew the existing business, resulting in a \$72,000 increase in revenue within six months.
- Analyzed current and historical market trends, comps, and property assessment values using Microsoft Excel.
- Maintained acquisition quotes to present to clients and track internally.
- Composed & managed miscellaneous real estate documentation, including real estate purchase agreements, listing agreements, and other supporting transaction data.

**FEBRUARY 2018 – OCTOBER 2019**

**DIGITAL MARKETING SPECIALIST, CHOICE LOCAL**

- Maintained continuous checks on keyword metrics by optimizing and enhancing campaigns based on current trend data.
- Built, implemented, and updated effective monthly SEO strategies to make positive adjustments to plans.
- Directed a successful search engine marketing campaign that used solid linking, technical, and keyword research tactics.
- Drafted and managed print, online, and social media communications to promote the company brand, image, and values.
- Managed project deadlines and monitored milestones through the completion stage.

**SKILLS**

Business Writing & Editing

Native English Speaker

Video Content & Editing

User-Generated Content (UGC)

Content Creation Strategy

Microsoft Office/Google Docs

**EDUCATION**

**B.B.A. GENERAL BUSINESS, CLEVELAND STATE UNIVERSITY**

- Minor: Marketing
- Golden Key National Honours Society
- Alpha Kappa Alpha Sorority Incorporated, Kappa Omega Omega Chapter