



ADRIEL JOY THURSTON

COPYWRITER, EDITOR, MARKETER,
PHOTOGRAPHER, COACH

Profile

Award-winning Marketing Director specializing in copywriting, coaching, social media, event production, and editing. With over 25 years of writing experience, almost 15 years behind a photography lens, a decade of marketing under her belt, and a small social media following, Adriel is capable of many things. Most of all, she is able to grow, learn, and adapt to not only her surroundings, products, and people but also to what is trending in various industries. She is known to inspire, lead by example, and not give up under any circumstance.

EXPERIENCE

FOUNDER & CEO

Adriel Joy, LLC (A Joy Studios)

2011 - Present

From marketing and business coaching to content creation, Adriel can handle it all. Specializing in copywriting, editing, social media, and photography, she also handles group and one-on-one coaching sessions.

INTERNAL BRANDING & COMMUNICATIONS MANAGER

SPB Hospitality

2021 - 2023

Develop and implement effective communication strategies and campaigns that build brand loyalty and awareness, while communicating across multiple brands. Plan and manage the design, content, and production of all marketing materials. Work with different marketing departments to generate new ideas and strategies and guarantee all content is ready to be published. Create informative and interesting press releases, press kits, newsletters, and related marketing materials, while responding to communication-related issues in a timely manner. Monitoring the success of campaigns, preparing detailed media activity reports, and identifying possible media opportunities. Create internal communications protocols, overseeing all company communications. Also provided support as the office manager.

- 512.689.7722
- ajoy@adrielthejoy.com
- Houston, TX
- adrielthejoy.com

PAPERWORK

TEXAS REALTOR

Licenses TREC

#767266

ASSOCIATES, PSYCHOLOGY

Austin Community College

2000-2002

SKILLS

- Copywriting
- Social Media
- Editing
- Photography
- Creative Cloud Suite
- PowerPoint/Keynote
- Event Planning
- Public Speaking
- Coaching/Counseling
- Communications
- Strategy
- Microsoft 365
- Mac / PC



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DIRECTOR OF FIELD MARKETING

Zurvita

2013 - 2021

Plan and execute a marketing strategy for the organization and for new and existing products or services. Oversee the implementation of the marketing strategy for field-facing projects. Develop a brand strategy for social media channels. Create and manage a calendar of events such as webinars, field meetings, and social content for multiple languages and markets. Continually review changes to the market, consumer trends, and the activities of competitors, adjusting the marketing plan if necessary. Provide tools and materials to enable the sales field to function effectively. Manage and refine the organization's social media presence. Report on the effectiveness of marketing campaigns using analytics and surveys. Utilize data for marketing campaigns, interrogating the organization's databases and external data. Identify new business opportunities. Conduct market research studies.

EVENT PRODUCER

Zurvita

2018 - 2021

Organize and plan agendas, speakers, music, videos, and graphics for events. Design and edit presentations and coordinate schedules to gather content from multiple sources to create a whole presentation. Check all content for quality assurance, culture checks, grammar, and more to ensure it is a proper final product to showcase during the event. On-site, call the show while working along with the production team to produce a seamless event from the consumers' perspective.

DIRECTOR OF MINISTRY SERVICES

Zurvita Ministries

2014 - 2020

Organize programs to help people in need through ministry, food, water, clothing, prayer, and anything else needed. Responsible for creating, designing, and running ministry websites, communications, and social media among other things.

FREELANCE COPYWRITING & EDITING

2005 - Present

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AWARDS

MARCOM PLATINUM WINNER

- Product Lookbook (copy/editing)
- Performance Labels (editing)
- SampleZealPlus.com (copy/editing),
- Benefits of Hemp Oil (copy/editing)

MARCOM GOLD WINNER

- Zurvita Pledge Community Welcome (concept, copy)
- Business Continuity Plan (copy/editing)
- ZurvitaVirtual.com (event producer, content creator, copy, editing)
- Valentine GIF
- Product Cards (copy/editing)
- Z-Mobile App (copy/editing)
- E-Commerce Website
- Zurvita Giving Video (copy/editing)

ONLINE RESUME & PORTFOLIO PRESS



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