

NAME

🏠 XXXXXXXX, New York, New York 10001 📞 XXX.XXX.XXXX ✉ XXXX@gmail.com

COPYWRITER

QUALIFICATIONS PROFILE

Detail-oriented, multifaceted, and highly creative professional, offering hands-on experience in copywriting and editing within various industries; with basic knowledge of search engine optimization. Skilled at writing content for blogs, articles, landing pages, Google Ads, and websites. Effective at providing copywriting services to several clients and companies to enhance corporate image and visibility. Armed with solid communication and interpersonal aptitudes in establishing productive relationships with clients, management, colleagues, and individuals of diverse backgrounds.

CORE COMPETENCIES

Social Media Management | Content Marketing | Taglines and Slogans Development | Competitor Analysis
Ghostwriting | Public Relations | Market Research and Penetration
Information Gathering and Analysis | Regulatory Compliance | Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

XXXXXXXXXX, New York, NY

Copywriter

2019–Present

- Collaborate with the Creative Team to develop ideas and concepts for the visuals and words; as well as with graphic designers to create visually attractive pieces of content
- Take charge of publishing content on web pages and social media platforms
- Review and propose improvements for the content written by other writers
- Assume accountability in monitoring content success and progress, traffic, and conversion
- Regularly interact with clients to understand their message, brand voice, and target audience

XXXXXXXXXX, New York, NY

Freelance Content Writer

2015–Present

- Render copywriting services to different clients and companies to improve corporate image and visibility
- Provide strategic advice to clients on promoting products and services through direct email by conducting product evaluation, market research, and interviews
- Offer assistance in creating style guides and recommend changes to guarantee consistency of content
- Display competency in writing content for blogs, articles, product descriptions, social media, and the company website
- Employ analytical skills in editing and polishing existing content to enhance readability

EDUCATION

Bachelor of Arts in Communication • XXXXXXXXXXXX, New York, NY

TECHNICAL ACUMEN

WordPress | Joomla | Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint) | Adobe Creative Suite