

Halee McCray

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OBJECTIVE

Results-driven and creative digital copywriter with proven expertise in SEO content creation, e-commerce, email campaigns, and digital platforms. Skilled in keyword research and digital marketing, leveraging tools such as SEMrush, WordPress, and GA4 to optimize performance and refine messaging. Adept at using customer-centric language to elevate brand identity, drive engagement, and align content strategies with organizational goals.

EXPERIENCE

CONTRACT COPYWRITER - Bevel (Part-Time)

July 2024-

- Managed up to 10 projects simultaneously, including website copy, e-commerce product descriptions, blog content, and email campaigns, ensuring timely delivery while driving user engagement and organic traffic.
- Wrote compelling paid social ad copy for platforms like Facebook and Instagram that outperformed previous engagement benchmarks and led to positive feedback from cross-functional teams.
- Collaborated with the marketing and design team to proofread and refine campaign content, resulting in a more seamless user experience on Facebook, Instagram, and website.
- Led competitive research to produce engaging blog posts and resource guides that informed product positioning, contributing to improved brand perception and consistency across channels.

FREELANCE EDITOR

May 2023-

- Strengthened clarity and consistency in academic and professional documents through rigorous proofreading and editing, aligning each piece with established style guidelines and earning repeat business from satisfied clients.
- Worked on a comprehensive doctoral thesis improving readability and academic quality by enhancing structure, content coherence, and formatting.
- Maintained a 100% client satisfaction rate across multiple projects through meticulous attention to detail and style consistency that met their strategic objectives.

ADDITIONAL PROJECTS & ACHIEVEMENTS

TIKTOK

Personal Poetry Account

January 2022-

- Optimized content for a personal TikTok account, using analytics to pinpoint best posting times and content themes, boosting average view duration and follower engagement by 25%.
- Experimented with creative storytelling approaches to resonate with followers, leading to increased post engagement and community growth over 6 months.
- Leveraged analytics to refine content strategy for TikTok, achieving consistent follower growth and improved engagement through data-driven decision-making.

VOLUNTEER WRITER'S WORKSHOP

May 2022

- Led workshops focusing on storytelling and audience engagement, honing skills in crafting narratives tailored to specific audiences.
- Enhanced writing, editing, and storytelling skills through regular participation and feedback exchange.
- Refined public speaking and content critique skills by facilitating group discussions, leading to stronger team-wide collaboration on future writing projects.

EDUCATION

GEORGIA STATE UNIVERSITY, College of Arts & Sciences
Bachelor of Science in Psychology

Atlanta, Georgia
Graduated May 2023

SKILLS/INTERESTS

Technical: Google Keyword Planner, SEMrush, WordPress, HubSpot, Asana
Skills: SEO Optimization, Content Strategy, A/B Testing, Cross-Functional Collaboration
Certifications: Google Analytics Individual Qualification (GA4)