



COPYWRITING

Marketing entails writing to a variety of audiences through a variety of media types. Being able to deliver that message effectively requires an in-depth understanding of the emotions readers associate with words and what makes them want to continue reading. I've written everything from press releases to magazine ads to case studies, each designed with the goal of conveying a message and gaining the trust of prospective consumers.



BLOGGING

Whether you're trying to launch a blog to connect with your audience or educate them about a topic, I've worked on a wide range of blogging initiatives for both B2C and B2B entities. I understand the subtleties of rhetoric and the work it takes to interact with a reader effectively. To date, I've written nearly a thousand blog posts for a variety of sources, ranging from corporate blogs to daily news websites.



SEO

It doesn't matter what important information you have to share with readers, especially if you don't have any readers. I am well-versed on the trends of keyword targetting for the purpose of increasing website conversions and traffic. Get on the radar of search engines and local listings alike and attract website traffic organically and naturally through an effective SEO strategy.

CONTACT RYAN

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website

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Left Hand Writer

WHY SHOULD YOU HIRE ME?



Ryan
Goodrich
communication
specialist



ABOUT RYAN



HAND PREFERENCE

Left

HEIGHT

6'3"

TYPING SPEED

106 WPM

SPECIAL SKILLS

Yoda & Gollum voice imitation

Using a mouse left-handed

CONTENT MANAGEMENT SYSTEMS

Joomla!, WordPress, Drupal

PROGRAMMING LANGUAGES

HTML5, XHTML, CSS, PHP

MARKETING EMPHASES

Blogging, social media, SEO, website design, marketing analytics

JOB HISTORY

ARPGAMER

Contributing Writer (former Editor-in-Chief), Nov. 2012 to Present

TECHMEDIANETWORK

Freelance Content Writer, July 2010 to Present

CLYDE COMPANIES, INC.

Communication Specialist, Sept. 2012 to Mar. 2013

ADP ADVANCEDMD

Technical Writer, Aug. 2011 to Aug. 2012

PARLANT TECHNOLOGY, INC.

Communication Specialist, Sept. 2008 to July 2010

LEFTY RESUME

Resume Writer, July 2008 to June 2012

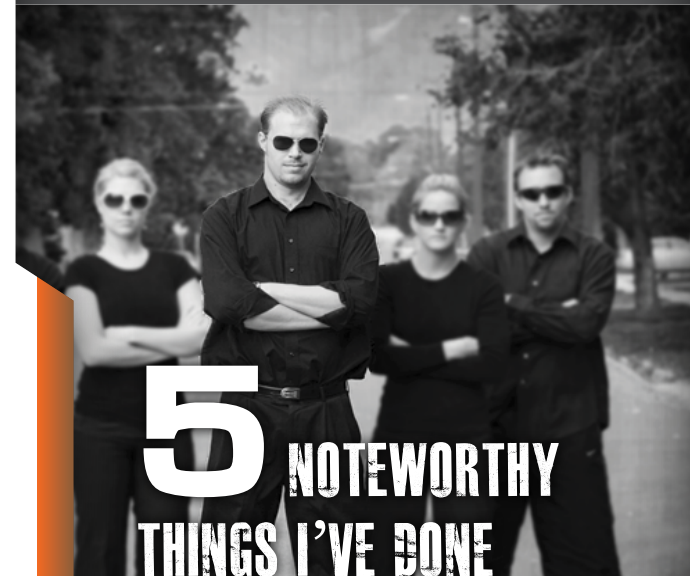
CORE COMPETENCIES

Through previous positions and projects I've taken on, I have been able to build experience in using a wide range of professional applications. Being an effective and well-rounded writer doesn't entail just using MS Word.

APPLICATION EXPERIENCE

Many of these applications I've learned to use through vocations as a technical, technology, and marketing writer. However, many of these I learned to use in my free time, which contributed to later successes and job opportunities.

The matrix below indicates my level of experience using each of the major Adobe applications.



5 NOTEWORTHY THINGS I'VE DONE

- 1 Won the Marvin M. Black Special Recognition Award, the most prestigious award program in the nation for construction jobs.
- 2 Launched a new website and attained 15,000 pageviews and 5,000 unique visitors monthly through strategic SEO.
- 3 Improved RFP responses and increased sales presentations by 12% in addition to contract wins by 7%.
- 4 Write an average of 5,000 words a week in freelance content.
- 5 Presented with Inspiring Innovation Award for work performed in improving documentation processes.