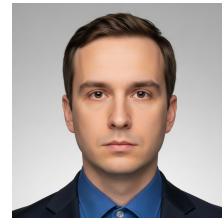


Bob Moses

Copywriter



Professional Summary

Highly creative and results-driven Copywriter with over 8 years of experience crafting compelling content for diverse industries. Proven ability to develop engaging brand narratives, drive customer engagement, and optimize content for various digital platforms. Passionate about transforming complex ideas into clear, persuasive, and impactful messages.

Work Experience

Senior Copywriter

January 2020 - Present

Horizon Marketing Group, Portland, OR

- Led content strategy and execution for key clients across B2B and B2C sectors, resulting in average 25% increase in engagement rates.
- Developed compelling campaign copy for digital ads, landing pages, email marketing, and social media.
- Collaborated with design and SEO teams to ensure content was on-brand, optimized, and visually appealing.
- Mentored junior copywriters, providing feedback and guidance on best practices and creative ideation.

Copywriter

July 2016 - December 2019

Bright Ideas Agency, Seattle, WA

- Wrote and edited engaging website copy, blog posts, and articles to drive organic traffic and conversions.
- Created scripts for video advertisements and promotional materials, ensuring brand voice consistency.
- Managed multiple projects simultaneously, adhering to strict deadlines and client requirements.
- Conducted market research to understand target audiences and industry trends, informing content development.

Junior Copywriter

September 2014 - June 2016

Creative Wave Solutions, Seattle, WA

- Assisted senior copywriters in developing taglines, headlines, and short-form content for advertising campaigns.
- Proofread and edited various marketing materials for grammar, style, and accuracy.
- Researched industry topics and competitor strategies to support content creation.
- Contributed to brainstorming sessions for new campaign concepts and messaging.

Contact

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Skills

Copywriting, Content Strategy, SEO Writing, Email Marketing, Social Media Content, Brand Messaging, Editing & Proofreading, Digital Advertising, Storytelling, Market Research

Education

Bachelor of Arts in English Literature

University of the Pacific Northwest, Seattle, WA
Graduated: 2014

Languages

English (Native)