

Melissa Ware

Copywriter

Passionate and creative Copywriter with 5+ years of writing experience, skilled and experienced in SEO content writing, marketing, pitching, and developing a unique brand voice. Increased Company X user engagement on Facebook and Instagram by 34% in 4 months, resulting in an 67% increase in sales.



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WORK EXPERIENCE

Lead Copywriter

Burton Agency

01/2022 - Present

Achievements

- Consistently wrote a minimum of 7 Facebook and Instagram posts per week, which helped to grow the Facebook follower base from 6,000 to 30,000+ and the Instagram follower base from 12,000 to 30,000+ users in 2 months.
- Increased user engagement on Facebook and Instagram by 34% in 4 months.
- Helped to boost product sales by 67% in 4 months.
- Wrote weekly newsletters to an audience of 120,000+ readers.
- Developed a unique brand voice for Company X and used it consistently across all platforms, including social media posts, newsletters, and the brand website.

Copywriter

Think Co.

03/2018 - 12/2021

Achievements

- Rewrote 10+ landing pages, leading to a 28% increase in landing page conversions in 6 months.
- Wrote 3 SEO blog articles each week in English and Spanish languages for a total of 100,000+ readers.
- Increased organic traffic by over 60% in a year.
- Edited all material to ensure it conforms to the company's branding standards.



EDUCATION

BA in Journalism (Minor in Marketing)

The Ohio State University

08/2014 - 06/2018



GENERAL SKILLS

Copywriting

Identifying Audience

SEO

Attention to Detail

Creative Writing

Establishing Tone

Wordpress

Digital Marketing

Time-management

Editing



PERSONAL PROJECTS

Freelance Fiction Writer (2017 - Present)

- Compose fiction or nonfiction prose, such as short stories, novels, articles, descriptive or critical analyses, and essays.
- Develop story influences such as themes, plots, characterizations, psychological analyses, historical environments, action, and dialogue to create material ensuring efficiency of the creative process to deliver the project on time.
- Prepare draft in the correct, readable format for publication and send them to publishers or producers.
- Revise the written material to satisfy the needs of clients, publishers, directors, or producers.
- Confer with clients, editors, publishers, or producers to discuss changes or revisions to written material.



LANGUAGES

English

Native or Bilingual Proficiency

Spanish

Full Professional Proficiency

German

Professional Working Proficiency

French

Professional Working Proficiency



INTERESTS



Renewable Energy



Caligraphy



Gardening



Astronomy