


# OLIVER PARKER

*FREELANCE WRITER*

## CONTACT

oliver.p@email.com 

(123) 456-7890 

Chicago, IL 

[LinkedIn](#) 

## EDUCATION

Bachelor of Arts

Journalism

University of Chicago

2010 - 2014

Chicago, IL

## SKILLS

Microsoft Office Suite

Google Suite

Dropbox

Evernote

Trello

WordPress

Grammarly

Hemingway Editor

Google Analytics

PayPal

## CAREER OBJECTIVE

Committed freelance writer looking for an opportunity to leverage my creativity, versatility, and passion for storytelling to craft compelling and engaging content that captivates Perfect Search Media's clients and readers.

## WORK EXPERIENCE

### Copywriter

Leo Burnett

2020 - current / Chicago, IL

- Maintained a 94% client retention rate through exceptional communication and high-quality deliverables
- Utilized storytelling techniques in Active Campaign email marketing, achieving a 38% rise in click-through rates
- **Achieved an average website traffic increase of 34.6%** through SEMrush SEO-optimized landing page copy
- Collaborated on Canva with design and marketing teams to create impactful email newsletters, which resulted in a 23% increase in CTRs

### Content Writer

Groupon

2017 - 2020 / Chicago, IL

- Boosted social media shares by 63% by leveraging influencers' partnerships
- **Lowered the website's bounce rate by 16%** by creating compelling landing pages with Unbounce
- Grew Groupon's subscribers by 81% by implementing Chimpmail marketing initiatives
- Secured top three rankings for high-competition keywords, resulting in a 44% increase in organic search traffic

### Blog Writer

Grubhub

2014 - 2017 / Chicago, IL

- **Earned a 22% increase in high-authority backlinks**, improving domain authority and search rankings
- Increased CTR by 12% by writing compelling headlines and meta descriptions using LongShot
- Reduced bounce rate by 24%, an indication of improved content relevance and user experience
- Attained a 77% monthly increase in pageviews through White Hat SEO strategies