

Web Marketing Copywriter and Project Management expert with 7 years of experience creating high-converting websites for a range of clients. Expertise in SEO, PPC, and social media advertising. Skilled in crafting compelling headlines, calls to action, and website copy that engages and converts. Able to adapt writing style to fit brand voice and audience. Strong attention to detail and ability to work efficiently under tight deadlines. Proficient in data analysis and able to track and measure the success of campaigns.

#### SKILLS & QUALIFICATIONS

- SEO
- PPC
- Social media advertising
- Landing page copy
- Agile Methodology
- Proficient w/ Microsoft Suite
- Proficient w/ Adobe Suite
- Copy Editing and Analysis
- Project Management
- User Acceptance Testing
- Asana, Workfront, ClickUp, Jira, and other Project Management Software

#### *Soft Skills*

- Communication
- Public Speaking
- Self-Awareness
- Organization
- Leadership Experience
- Multitasking Ability
- Cognitive Empathy
- Team Building
- Emotional Intelligence

#### RECENT WORK EXPERIENCE

##### *Project Manager / Business Consultant*

WebZemi Digital Agency, LLC | May 2017 - Present

- Wrote copy for landing pages, emails, social media posts, and website content – wrote copy for up to 6 projects per month
- Created and optimized PPC campaigns, resulting in a 9% increase in conversions and a 15% decrease in cost-per-click
- Conducted keyword research and incorporated SEO best practices into all copy, leading to a 28% increase in organic traffic
- Worked closely with designers and developers to ensure copy fit seamlessly into website design

##### *Project Manager*

Blogs, Books, and Beyond | May 2019 – June 2020

- Contracted by the project owner to write copy for landing pages, emails, and website content
- Created and optimized social media campaigns, resulting in a 15% increase in engagement and a 140% increase in social media followers
- Conducted keyword research and incorporated SEO best practices into all copy
- Worked closely with clients to understand their goals and target audience, resulting in a 20% increase in web sales and conversions

##### *Copy Writer - Email Campaigns & Social Media Team*

The Transparent Salary Project | Jan 2021 - Present

Served as project manager for the external communications team. Re-engineered and adjusted the pace and structure of Investor Relations website redesign project to meet a project timeline that had diminished by 2 months

- Successfully implemented project management process improvement strategies to re-prioritize and re-organize project budgets, boards, and timelines, exceeding initial stakeholder expectations of project delivery dates by roughly 9 weeks
- Managed the UX creative process, and offered feedback and subject matter expertise to design and development team, contributing to a bounce rate reduction of 12%

#### EDUCATION

East Stroudsburg University (2010-2012) *Completed 30 credits towards a B.S. in Communications*

#### TOOLS

| Figma | Asana | Jira | PhotoShop | Adobe | Miro | Slack | Zoom | Grammarly |

CERTIFICATION:  
SCRUM FOUNDATION CERTIFICATION (2021)