

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	Establishing Tone
Identifying Audience	Wordpress
SEO	Digital Marketing
Attention to Detail	Time-management
Creative Writing	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 <i>Native or Bilingual Proficiency</i>	Spanish <i>Full Professional Proficiency</i>
German <i>Professional Working Proficiency</i>	French <i>Professional Working Proficiency</i>



INTERESTS

Renewable Energy	Calligraphy
Gardening	Astronomy