

First Last

Content Creator

Life-of-the-party content creator with 8+ years of experience and a knack for the unconventional. Possess a playful demeanor tending to go balls to the wall or not at all whipping up massive thunderstorms in think tanks; composes innocently wicked, witty words on paper (or keyboard, if you prefer); creates out-of-the-box concepts through various mediums, and always asking, "why not?". Major achievement: Collaborated with 5 marketing teams on social media campaigns, increasing engagement by 92% which translated to \$4.5M online sales in Q1 2020.

WORK EXPERIENCE

Resume Worded, New York, NY

Content Creator

07/2019 – Present

- Created weekly email newsletters that were sent out to over 291K subscribers; recorded 65% open rates, 57% click-throughs, and 3% unsubscription rates.
- Collaborated with 5 marketing teams on social media campaigns, increasing engagement by 92% which translated to \$4.5M online sales in Q1 2020.
- Conducted 2K keyword research and implemented SEO guidelines which optimized RW's website content by 91% and drove traffic up by 75%.
- Increased marketing content inventory (ebooks, Slideshare, podcasts) by over 33%, translating to 49% market share and 500K subscribers.

Growths, San Francisco, CA

Social Media Manager

05/2017 – 10/2019

- Managed blog editorial calendar, conceptualized ideas, and assisted in developing 191 copies which reduced bounce rate from 80% to 25%.
- Created and published content on Growths blog, including articles, infographics, and videos that were viewed over 2M times in just 2 hours, a new record in its 10-year history.
- Spearheaded 13 email campaigns that resulted in a 74% increase in newsletter subscribers within 5 weeks.
- Managed 12 social media accounts for 7 companies and grew the fan base from 25K to 273K in 3 months.

Resume Worded's Exciting Company, New York, NY

Marketing Copywriter

08/2012 – 01/2015

- Developed engaging content for website home page which boosted site traffic by 115% over 3 months and saw a conversion rate of 66%.
- Authored intriguing 2.5K email campaigns, 700 product launches, 10 landing pages, 200 video scripts, 1.5K blog posts, 88 e-commerce copies, and social posts, generating \$10M yearly for RW.
- Wrote copies for 10K SMS blast increasing product awareness by 44% and click rates by 10% through the use of compelling subject lines.
- Created content and copies for 7 social media channels including Snapchat, Reddit, and Twitter, assessing customer response to create targeted messaging; grew social media following 125%+ organically.

CONTACT

- Maine, ME (Open to Remote)
- +1-555-008-213
- email@resumeworded.com
- linkedin.com/in/username
- github.com/resumeworded

SKILLS

Technical:

- Editing (Advanced)
- Copywriting (Experienced)
- Google Analytics
- Email Marketing

Techniques:

- SEO Copywriting
- Social Media Marketing
- Content Development

Tools:

- Cision
- Asana
- Hubspot
- WordPress
- Adobe Creative Suite

- Don't forget to use [Resume Worded](#) to scan your resume before you send it off (it's free and proven to get you more jobs)

EDUCATION

Resume Worded University

Bachelor of Arts

Film and Media Studies

Boston, MA — 05/2011

Awards: Resume Worded Teaching Fellow (only 5 awarded to class), Dean's List 2012 (Top 10%)

OTHER

- Inbound Marketing Certified (Hubspot).
- Honorable Mention, Growths 'Best Writer' 2012.
- Best Cooking Blog, Association of Alternative Resume Awards, 2019 (joint award received with 16 blog authors).