

WRITER AND CREATIVE CONSULTANT

Reliable, engaging wordsmith with more than twelve years' experience, now seeking freelance opportunities. Specializes in bringing ideas, goals, and strategies to life by finding the perfect words to express them. Possesses a true love for writing, coupled with the logistical experience needed to plan, develop, and execute unique content for clients in a wide array of fields and industries. Combines creative skills, personal corporate experience, and excellent communication to deliver high quality work. Wields an advanced understanding of technology and digital marketing to create fresh, relevant copy.

AREAS OF EXPERTISE: CONTENT WRITING • SEO WRITING • GHOST WRITING • COPYWRITING • WHITE PAPERS

CORE COMPETENCIES

- **Communication:** Understands that clear, open communication is the foundation of any successful project. Manages expectations and creates a stress-free, seamless workflow for partners.
- **Adaptability:** Knows that unexpected challenges arise within any project and is capable of expertly navigating obstacles fluidly and successfully to ensure a project's success.
- **Integrity:** Holds honesty, respect, and excellence in the highest regard. Exhibits positivity and kindness, seeking to go beyond what is expected.

PROFESSIONAL SYNOPSIS

PRIMO MANAGEMENT GROUP: Marketing and Technology Director _____ 2018 – NOW

Tasked with managing a monthly marketing budget of up to \$200k. Responsible for writing ads on platforms such as Google, Facebook, and Bing. Wrote web copy, SEO-optimized blog posts, scripts for commercials, sales funnels and scripts, internal technical documents, and customer relations emails.

ABSOLUTE TABLETOP: Founding Partner, Writer, and Designer _____ 2015 – NOW

Co-wrote and published twenty-three full-length books as an independent publisher in the tabletop roleplaying game industry. Responsible for product development, art direction, writing, editing, and maintaining relationships with freelance artists, writers, and copy editors. Planned, executed, and fulfilled multiple Kickstarter projects with revenue exceeding \$505k.

CUSTOMER MANAGEMENT SYSTEMS: Training Director _____ 2012 – 2018

Developed and wrote phone training courses with scripts encompassing basic and advanced phone sales, prospecting, and marketing techniques, as well as methods for identifying, isolating, and overcoming objections. Managed a department of up to ten trainers. Tasked with writing recruitment materials, job postings, internal training materials, and all internal technical documentation.

FLORIDA BUSINESS INTERIORS: Copywriter _____ 2010 – 2011

Initiatives involved writing sales funnels, emails, and online advertising for a variety of commercial-grade office furniture to clients spanning the state of Florida. Copywriting efforts built a client base from scratch to exceed monthly sales quotas in excess of \$40k. Responsible for cultivating a relationship with the largest automotive dealer in the Orlando area at the time (Toyota of Orlando), resulting in the closure of the single largest contract for the company in 2011. Successfully sold \$536k in agreements in a single year using sales funnels, landing pages, and online marketing.

EDUCATION

SEMINOLE HIGH SCHOOL
GRADUATED IN 2000

CERTIFICATIONS & TECHNICAL SKILLS

Google AdWords	Adobe Photoshop	MS Windows	Zoho CRM
Google Analytics	Adobe InDesign	MS Office	Indeed
Facebook Ads Manager	Adobe Premier	Apple Software	MailChimp
WordPress	Adobe After Effects	Nextiva Phone Systems	LiveChat