Copywriter

Peter Collier

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Professional summary

Creative and results-driven copywriter with a passion for crafting compelling content that resonates with audiences. Seeking to leverage diverse writing skills and experiences to contribute to dynamic marketing campaigns and drive engagement for clients.

Summary of Qualifications

- Proven ability to produce high-quality written content for various mediums, including websites, social media, email campaigns, and print materials.
- Strong understanding of brand voice and tone, with the capability to adapt writing style to suit different audiences and objectives.
- Exceptional research skills, allowing for the creation of informative and engaging content across a wide range of topics and industries.
- Proficient in SEO best practices and keyword optimization techniques to enhance online visibility and improve search engine rankings.
- Excellent communication and collaboration skills, demonstrated through effective client communication and teamwork in fast-paced environments.

Experience

Copywriter

June 2020 - Now

Redwood Creative Solutions / Remote

- Optimize website content and blog posts for SEO, incorporating relevant keywords and meta tags to improve organic search rankings and drive traffic.

Content Creator

January 2018 - May 2020

Stellar E-commerce Solutions / Remote

- Created compelling storytelling content to showcase product features, benefits, and unique selling points, effectively communicating value to potential customers.

Freelance Copywriter

January 2016 - December 2017

Self-Employed / Remote

- Worked with various clients to fulfill their copywriting needs, including website content, blog articles, press releases, and advertising copy.

Education

Bachelor of Arts in English Literature

2011 - 2015

University of Arkansas

United States, Little Rock, AR

Skills

Writing	◆◆◆◆◆
Editing	◆◆◆◆◆
Proofreading	◆◆◆◆◆
Content Strategy	◆◆◆◆◆
Social Media Marketing	◆◆◆◆◆
Branding	◆◆◆◆◆
SEO	◆◆◆◆◆

Languages

◆ Italian (Fluent)   ◆ Chinese (Beginner)