



# MARGARET PIERCE

Freelance Copywriter

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United States, Columbus, OH 

## PROFESSIONAL SUMMARY

Experienced and versatile Freelance Food Copywriter with over 7 years of experience in creating engaging, persuasive, and SEO-friendly content for food and beverage brands. Adept at crafting appetizing product descriptions, compelling blog posts, and enticing marketing copy that enhances brand identity and drives customer engagement.

## EDUCATION

2014 - 2018

### Bachelor of Arts in Journalism

Ohio State University - Lima / United States

## SKILLS

- Crafting detailed product descriptions. Expert
- Implementing SEO best practices within content. Expert
- Creating and managing editorial calendars. Expert
- Adapting writing style to match brand voice. Expert
- Strong verbal and written communication skills. Expert
- Skilled at prioritizing tasks and managing deadlines. Expert
- ProWritingAid, Quetext, WordPress. Expert

## HOBBIES

- Passionate about experimenting with new recipes and culinary techniques.
- Enjoy capturing beautiful food images to complement written content.
- Exploring new cuisines and food cultures around the world.

## EXPERIENCE

2021 - Now

### Freelance Food Copywriter

#### Self-Employed / Columbus, OH

- Create a wide range of content including product descriptions, recipe blogs, and social media posts.
- Produce engaging and persuasive copy for email newsletters and advertisements.
- Research industry trends, competitor strategies, and audience preferences to ensure content relevancy and effectiveness.
- Review and refine content to ensure clarity, accuracy, and adherence to client guidelines.

2018 - 2021

### Content Writer

#### Gourmet Insights / United States, Cleveland, OH

- Created engaging articles, blog posts, and web content focused on food trends, recipes, and culinary tips, driving significant increases in website traffic and user interaction.
- Developed and maintained content calendars, ensuring timely delivery of high-quality content and coordination with marketing campaigns.
- Collaborated with marketing teams to craft compelling content that enhanced brand presence and reputation in the food industry.
- Contributed to lead generation efforts through effective content strategies and promotional copy, leading to a 10% increase in lead conversions.