

## Professional Experience

### Copywriter

So Glam E-Commerce, Boston, MA | October 2019 - Present

- Conduct target audience analytics and brand research to create optimized content for various product ranges
- Perform SEO keyword and topical relevance research, with several blog posts making the first page of Google's local search results within a year
- Sending behavioral- and engagement-oriented email campaigns to over 1 million people, with a conversion rate of 6%

### Junior Copywriter

AdMarket Agency, Boston, MA | June 2019 - October 2019

- Worked on a broad range of projects, from creating HVAC blog posts to writing product descriptions for an array of brands
- Blog posts and articles authored by myself had an average conversion rate of 10%
- Adept at using style guides and brand guideline documents to shape writing voice to brand identity perfectly

## Education

### Associate's Degree in Creative Writing

Boston University, Boston, MA | September 2014 - June 2016

### Bachelor of Arts in Advertising and Marketing

Boston University, Boston, MA | September 2017 - June 2019

# Sam Sumski

345 Third Street,  
Boston, MA 02123  
samsamsumski@email.com  
(123) 345-1234

Dynamic digital copywriter with two years' experience working as part of an agency. Improved Facebook and Instagram conversion rates by 70% and 62%, respectively, using A/B testing methodology to hone in on highest-performing ads. Simultaneously managed 20+ projects at any one time and surpassed monthly and annual KPIs, with a client retention rate of 96%. Exceptionally adaptable writer with expertise in SEO, conversion optimization, copy editing, and digital marketing.

## Key Skills

- Writing in MLA and AP styles
- E-commerce
- Market research
- Search engine optimization
- Advertising
- Public speaking
- Content creation