

# CARRIE JAMESON

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## EDUCATION

### Bachelor of Marketing

University of Utah,  
Salt Lake City, UT  
September 2010 - July 2013

## KEY SKILLS

- Social media, website, corporate, and blog copywriting
- Experienced providing user-focused copy
- Effective communicator
- WordPress
- HubSpot
- Team leadership

Creative and extremely versatile copywriter with eight years of experience in corporate and commercial copywriting. Reputation for writing compelling and innovative copy for press releases, social media, website content, blogs, and advertising materials. Experienced in conducting pitches, overseeing and managing teams, and adhering to briefs. Extremely strong sense of audience and customer focus and excellent client and coworker communication skills.

## PROFESSIONAL EXPERIENCE

### Lead Copywriter

Beauty Industry Group, Salt Lake City, UT | May 2018 - July 2021

- Managing a team of 10+ copywriters and creatives to create innovative social media, blog, and website content
- Increased user engagement on social media by 30% in two months by implementing effective copy on all channels
- Ensured that the copywriting team delivered all projects prior to the deadline and in line with the brief

### Senior Copywriter

Vitality Medical, Salt Lake City, UT | November 2016 - April 2018

- Increased sales by 25% in two years via the implementation of a new and improved email campaign
- Improved SEO rankings on all platforms to ensure maximum outreach and increased organic search by 15%
- Awarded employee of the month twice during one year

### Junior Copywriter

Vitality Medical, Salt Lake City, UT | August 2013 - October 2016

- Developed and implemented copy for a new social media campaign
- Responsible for editing and proofreading copy
- Improved website traffic by 10% using effective SEO techniques