

John Ludwig

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PROFILE

A dynamic Writer with entry-level experience specializing in content writing, editing, blogging, journalism, and marketing. A strong background in crafting compelling articles and blog posts to grow audiences and refine brand messaging. Adept at ensuring consistency of tone and voice across all written materials.

PROFESSIONAL EXPERIENCE

Writer

Ludwig Freelance Services, New York, NY | May 2021 – Present

- Write and edit blog posts, web copy, and advertisements for clients across a wide variety of industries, including nutrition businesses, legal firms, marketing services, fitness products, and PR businesses
- Collaborate with clients to discuss project specifications, identify tone and brand voice, and create compelling copy that resonates with target audiences
- Improve web traffic by 20% for an online nutrition website featuring recipes and information on vegan diets using SEO strategies
- Edit existing web pages and copy for articles and blog posts to improve content quality

ACADEMIC EXPERIENCE

Academic Projects

Columbia University, New York, NY | September 2017 – May 2021

- Contributed short stories and poetry to the university literary magazine, The Columbia Review, and achieved a positive critical response
- Wrote and edited articles for the university newspaper, proofread copy from journalism students, and provided constructive feedback

EDUCATION

Bachelor of Arts (B.A.) English

Columbia University, New York, NY
September 2017 - May 2021

GPA: 3.75

- Writer, The Columbia Review, 2019 - 2021
- Lead Editor, Columbia University Newspaper, 2018 - 2021

KEY SKILLS

- Copywriting
- Editing
- Proofreading
- Brand Messaging
- Microsoft Office Suite