



MICHAEL ANDERSON

Copywriter

Experienced Advertising Copywriter with a focus on creating persuasive and engaging content tailored to diverse audiences. A strategic thinker with a solid understanding of branding and marketing principles, capable of developing innovative solutions that address client needs. Demonstrates a strong ability to work collaboratively with creative teams to produce cohesive and impactful campaigns.

WORK EXPERIENCE

Copywriter

2020-2023

Creative Edge Agency

- Developed persuasive copy for advertising campaigns that resulted in a 25% increase in conversion rates.
- Collaborated with clients to understand their vision and translate it into effective messaging.
- Conducted audience analysis to tailor content strategies to specific market segments.
- Managed editorial calendars to ensure timely delivery of marketing materials.
- Reviewed and edited copy for clarity, grammar, and adherence to brand guidelines.
- Participated in client meetings to discuss project progress and gather feedback.

Content Writer

2019-2020

Market Leaders Inc.

- Created engaging content for blogs and social media, driving traffic and enhancing brand visibility.
- Worked with SEO specialists to optimize content for search engines.
- Drafted newsletters and promotional materials for various campaigns.
- Assisted in the development of marketing strategies that align with client objectives.
- Maintained a repository of content ideas to streamline the writing process.
- Monitored and reported on content performance metrics to inform future strategies.

ACHIEVEMENTS

- Achieved a 30% increase in audience engagement through targeted content initiatives.
- Recognized for exceptional contributions to team projects and campaign successes.
- Successfully launched a rebranding campaign that improved client visibility and market positioning.

CONTACT

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EDUCATION

Bachelor of Arts in Advertising

University of Texas at Austin

2016-2020

SKILLS

- advertising strategy
- persuasive writing
- audience targeting
- project management
- content optimization
- teamwork

LANGUAGES

- English
- Spanish
- French