



# MICHAEL ANDERSON

## DIGITAL COPYWRITER

### PROFILE

Dynamic copywriter with a strong emphasis on digital marketing and content creation. Skilled in leveraging data-driven insights to craft compelling narratives that resonate with target audiences. Expertise in producing high-quality content across various channels, including web, social media, and email marketing. Proficient in aligning content strategies with overarching business goals to enhance brand visibility and engagement.

### EXPERIENCE

#### DIGITAL COPYWRITER

##### Tech Innovations LLC

2016 - Present

- Developed copy for landing pages that improved conversion rates by 40%.
- Created engaging blog content that increased website traffic by 60% over six months.
- Collaborated with SEO specialists to ensure content optimization and visibility.
- Executed A/B testing on email campaigns to refine messaging effectiveness.
- Utilized social media analytics to inform content direction and strategy.
- Maintained a consistent brand voice across all digital platforms.

#### CONTENT WRITER

##### Lifestyle Brands Co.

2014 - 2016

- Crafted promotional content for product launches that exceeded sales targets by 30%.
- Developed a content calendar to streamline publication and marketing efforts.
- Conducted interviews with subject matter experts to enrich content authenticity.
- Designed infographics and visual content to complement written material.
- Participated in client meetings to align content strategy with business objectives.
- Analyzed competitor content to identify gaps and opportunities for differentiation.

### CONTACT

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### SKILLS

- digital content creation
- analytics
- brand storytelling
- social media marketing
- SEO
- collaboration

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN COMMUNICATIONS, NEW YORK UNIVERSITY**

### ACHIEVEMENTS

- Achieved a 25% increase in email engagement through targeted content strategies.
- Recognized as Employee of the Month for outstanding performance in content marketing.
- Contributed to a campaign that won the Digital Marketing Excellence Award.