

Mitchell Rothbardt

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Career Profile

Email Copywriter with more than 11 years of entrepreneurial experience building a customer-centered business that has made our clients lives more vital, functional, and energetic. I've collaborated with more than 500 clients, discovering their needs and values, and grown it into a business that has generated in excess of \$1.4 million in revenue.

Core competencies include email copywriting, editing, collaboration skills, problem-solving, team building, and public speaking. Various writing examples can be found in my portfolio at www.MitchRothbardt.com.

Professional Highlights

- Professional copywriter – 12 years experience writing well converting marketing emails and sales pages resulting in a business with an annual revenue growth of 10-12%.
- Strong interpersonal skills – friendly, collaborative, diplomatic approach and a team-oriented, project-first philosophy that resulted in hundreds of clients being happy with our service.
- Dedicated to Personal Growth – never stop learning different methods, skills, and techniques to ensure I continue to earn the confidence and trust my clients place in me.

Skills

Marketing/UX Copywriter

- Profitably grew my business at an average annual revenue increase of 10-12% over the past decade, using my copywriting skills as my primary marketing method.
- Strong writer with the ability to create both long and short form copy, UI copy, sales pages, emails, and web pages to engage customers and drive sales.
- Completed various other business-relate projects, improving upon website copy and design elements to improve the customer experience and create sales.

Strong Collaboration Skills

- Collaborated within a Customer-Centered culture on goal setting, program development and day-to-day activities with over 500 clients to create an innovative user experience.
- Developed different processes with our team to ensure a happy and engaged membership resulting in an over 98% retention rate over our history.
- Capitalized on our Customer-Centered approach, not common in this industry, to enable us to increase our revenue between 10-12% each year.

Problem Solving Skills

- Rationally diagnose problems by approaching issues in an analytical way, resulting in consistent progress by our members and an ability to maintain team-building with staff through difficult times.
- Strong ability to remain level-headed even in tense and volatile situations.
- Proactively solve problems for our members in non-optimal settings allowing our clients to maintain their participation in our program and increasing their trust in our business.

Professional Experience

Castro Valley Fitness • January 2009 – Current

Personal Training Studio

Owner/Copywriter/Marketer/Head Trainer

- Proficiently organized and wrote individualized programs an average of 84 different programs for over 100 clients each month based on their goals, current conditions and preferences.
- Effectively fulfilled the functions of a Business Owner and CEO through self-discipline, organization, and passion, and working collaboratively with our clients and staff.
- Successfully developed content strategy to reach thousands of people through over 400 blog posts over the past 12 years concerning self-care through fitness, nutrition and mindset. They can be found at <http://castrovalleyfitness.com/blog/>.
- Profitably grew Castro Valley Fitness at an average revenue increase of 10-12% annually over the past decade using my writing skills as my primary marketing method.

AVNow.com • August 2020 – Current

Online Audio/Visual equipment retailer

Blog Writer

- Completed assignments from AVNow.com CEO collaboratively, on time, and within established style guidelines.
- Thoroughly researched unfamiliar topics to accurately explain benefits of assigned products to readers to improve sales.
- Successfully used SEO best practices to ensure AVNow top search rankings for each blog's keywords and phrases.

Certifications

Professional Technical Writing	1/2021
UX Writers Collective – Certified UX Writer	11/2020
American Council on Exercise – Certified Health Coach	11/2020
Google Search Ads Certification	10/2020
Google Display Ads Certification	9/2020
Egoscue Postural Alignment Specialist	12/2018
Motivational Interviewing 3-Day Intensive	5/2016
Precision Nutrition Level 2	3/2016
American Council On Exercise - Certified Personal Trainer	1/2009

Education

Berklee College of Music, Boston MA - BA Performance