

Evelynn Jones, Curious Cat Copywriting

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Website: <http://www.curiouscatcopywriting.com>

Skills

Inbound Marketing Certified Agency Copywriter and Content Writer Lead Development SEO
Social Media Marketing Sales Digital Marketing Marketing Communications Lead Generation

Tools

WordPress Textmetrics Yoast AnswerThePublic

Work Experience

Branded Media, brandedmedia.io-

Freelance Copywriter

7/2019 - Present

- Deliver weekly social media ad copy for industry influencers, entrepreneurs, and million-dollar businesses in the B2B, healthcare, technology, media, and financial services industries.
- Use SEO blogging tools like Textmetrics and research tools like AnswerThePublic to craft first-page search results yielding blogs that get tens of thousands of views.
- Proofreading copy and content for a team of national and international writers.
- Project management - working with the design and graphics team members to meet client-set deadlines and meeting with clients to ensure work quality.

Wax & Wonder by Afropolitan, waxandwonder.com-

Facebook Content & Engagement Manager

6/2020 - Present

- Write Facebook group content and manage group engagement for contests and online shopping experiences.
- Engage with Facebook group members to encourage sales; answering questions and suggesting products.
- Write SMS copy to remind customers of promotional offers.
- Landing page writing to pre-sell new clothing.

Gordon & Schwenkmeyer, Inc., gsitel.com-

Professional Fundraiser

10/2017 - 4/2018

- Rewrite call scripts to add current & relevant political news and social issues to engage donors.

Gadget Flow thegadgetflow.com -

Marketing/ Ad Sales and Support Rep

7/2016 - 7/2017

- Wrote sales emails and proposals to small business owners running crowdfunding campaigns.
- Email, chat, messenger templates, support, and knowledge base Q & A for leads and clients.

Education and Continuing Education

Hubspot - *Inbound Marketing*, 2019

Skillcrush - *Break Into Tech Blueprint - Web Development*, 2018 - 2019

Dreamcatcher Creative Marketing - *Beyond Boosted Posts Facebook Ads training, 2015*

Lynda.com - *Personal Branding on Social Media, 2015*

Alliant International University - *Bachelor's of Science Business Administration - Marketing, 2012 - 2014*

Sacramento State University - *Bachelor's of Science Business Administration - Management, 2004 - 2007*