

PATRICE TURNER

SENIOR COPYWRITER | SEO CONTENT STRATEGIST

patrice@patriceturner.net | (773) 209-2101 | patriceturner.journoportfolio.com

PROFILE

Senior copywriter and SEO content strategist with 15+ years of experience creating research-driven content for agencies, law firms, corporations, and growing businesses. Particularly skilled at translating complex legal and regulated topics into clear, compassionate, persuasive copy that strengthens search visibility, builds trust, and guides readers toward action.

CORE EXPERTISE

- Legal & SEO Content
- Website & Landing-Page Copy
- Email Marketing
- Blogs & Long-Form Content
- Practice-Area Pages & FAQs
- On-Page SEO
- Content Strategy
- Brand Voice & Messaging
- Research & Fact-Checking
- Client & Agency Collaboration
- Editing & Quality Control
- Deadline Management

PROFESSIONAL EXPERIENCE

Senior Copywriter / Content Writer

Freelance | Agency & Direct Clients | 2009-Present

- Produce SEO-informed practice-area pages, legal blogs, FAQs, website copy, landing pages, email campaigns, and other marketing assets for agency and direct clients.
- Research statutes, medical concepts, industry requirements, search intent, and competitive landscapes to create accurate, credible content - especially for legal and regulated industries.
- Turn complex or sensitive subjects into accessible, audience-focused messaging without sacrificing nuance, empathy, or persuasive impact.
- Apply keyword strategy and on-page SEO principles naturally, balancing discoverability with readability, brand voice, and conversion goals.
- Collaborate with editors, designers, agencies, marketers, and business owners; incorporate feedback efficiently and maintain consistency across campaigns and content libraries.
- Manage multiple concurrent assignments and consistently deliver polished, publication-ready copy under tight deadlines.

SELECTED CONTENT EXPERIENCE

Legal marketing - Personal injury practice-area pages, attorney website copy, legal blogs, FAQs, and consumer education content.

Conversion copy - Landing pages, service pages, offers, calls to action, and messaging designed to move readers from interest to inquiry.

Email marketing - Welcome, nurture, promotional, re-engagement, and event campaigns shaped around audience needs and campaign goals.

B2B & health care - Research-led website and thought-leadership content that makes technical or high-consideration subjects understandable.

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SELECTED AGENCIES & CLIENTS

Experience includes assignments for agencies, established brands, professional-services firms, and emerging businesses.

We Do Web Content	Baron & Budd Law Offices
Culligan Water	Kiwi Avenue
Rannko Reputation Management	DPrintWorldWide
Groovy Bicycle	Reel 365
DoGo Pet Brands	Key Pet Supplies
DIY Gallery	Marco Fiberglass

HOW I WORK

Research first. I identify the audience, objective, search intent, factual requirements, and competitive context before drafting.

Clarity with purpose. I organize complex information around what readers need to understand, believe, and do next.

Reliable collaboration. I communicate clearly, respond thoughtfully to feedback, and deliver clean copy that reduces editing time.

CLIENT FEEDBACK

“This talented, prolific writer can write about anything. As a repeat client, I’m more impressed with every piece of copy.”

“Patrice is highly consistent in her writing, and our readers enjoy her blog pieces immensely.”

“She responded quickly, asked the right questions, and delivered exactly what I wanted - faster than expected.”

PORTFOLIO

Selected legal, email, B2B, health care, and conversion-copy samples:
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OPEN TO	Remote full-time, contract, and freelance opportunities
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