

DAVID KRUEGER

COPYWRITER

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(248) 884-2656 | Birmingham, MI 48009

Writer, editor, and digital content creator who gives a fresh voice to people, products, and brands across diverse industries. Brings strengths in copywriting and proofreading with a versatile skill set that includes marketing strategy, website optimization, and sales presentations. Motivational speaker and engaging communicator who empowers individuals and teams with the tools needed to achieve their personal best.

CORE COMPETENCIES

- Copy Writing & Editing
- Content Creation
- Business Communications
- Proofreading
- Marketing Communications
- Public Speaking & Presentations
- Creative Writing
- SEO Optimization
- Marketing Strategy

PROFESSIONAL EXPERIENCE

Digital Copywriter | Freelance/Independent Contractor | Remote 2014 to Present

Conceptualize, write, and edit compelling social media content, marketing material, business communications, and website copy for nationwide clients. Write to each company's unique voice, tone, and brand identity, generating significant wins, including:

- Doubled affiliate sales and boosted engagement by 40% among target audience. Developed company's first digital newsletter and created a consistent roadmap for social media marketing.
- Attracted 3K+ new Facebook subscribers and secured fresh sales leads, contributing to the success of a new product launch.
- Generated \$800K+ in new sales through development of client's first structured digital marketing strategy.
- Captured \$200K sales growth over three years by writing, editing, and launching new sales copy and a targeted email campaign with an unprecedented 15% open rate.
- Elevated key product sales by 300% over two months by rewriting copy and optimizing website content.
- Contributed to \$500K+ in sales YOY for three consecutive years through consistent email marketing.

Writer | The Alpha Shift | Birmingham, MI 2017 to Present

Lead ground-up development and launch of a social empowerment organization.

- Grew a 3K-strong subscribership by writing, editing, and publishing engaging, relevant blog posts, digital newsletters, and email communications to build brand awareness.
- Developed and documented three seven-part masterclasses to empower men to reclaim their lives, their self-esteem, and their marriages. Optimized content for video and online formats.
- Created, scripted, and published 30 podcast episodes that attracted over 5K subscribers.

Additional career success includes operational leadership of teams of up to 30 at in-store retail, online, and hospitality businesses with values of up to \$1.2M.

TECHNOLOGY Keynote; MS Office: Word, Excel, and PowerPoint; and Vidnami video editing software.

EDUCATION **BA in Telecommunications, Film Studies Minor** | Michigan State University | East Lansing, MI
Independent Producers Program | University of Southern California | Los Angeles, CA

AFFILIATIONS **Certificate of Completion** | Toastmasters International | Troy, MI
Level VII Member | The Global Information Network | Chicago, IL