






Kayla R. Hall

Copywriter

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Marketing copywriter and editor with 12+ years of experience writing and revising marketing/business materials. Expert in AP style. Specialist in SEO content, blogs/articles, website content, press releases, and keyword optimization.

Skills

- Marketing Copywriting & Editing
- Blogs/Articles
- SEO & Keyword Research
- Social Media Copy
- Email Marketing
- SEO Metadata/Tags

Experience

Freelance (2011 – Present)

OCT 2023 – PRESENT (3 MONTHS)

Freelance Writer / iwebcontent

- Researching and writing SEO articles/blogs, website content, press releases, and PPC ads for the agency's clients.
- Optimizing SEO content with client-provided keywords.

MAY 2011 – PRESENT (12 YEARS, 9 MONTHS)

Freelance Copywriter / General (Self-Employed)

- Developed sitemaps and SEO website content for many small businesses.
- Wrote SEO articles/blogs, landing pages, and other web content for digital marketing agencies.
- Wrote meta titles, descriptions, header tags, and other metadata for SEO content.
- Proofread and wrote marketing copy for Sprokkit clients (Del Taco, CKE Restaurants, Denny's).
- Proofread new websites for Sesame Communications clients (dentists/orthodontists) before site launch.
- Edited manuscripts by Ph.D. candidates and college professors prior to publication in peer-reviewed journals.
- Edited resumes, essays, cover letters, and other materials to help applicants land new jobs.

JUNE 2022 – DEC 2023 (1 YEAR, 7 MONTHS)

Freelance SEO Writer / Fractl

- Researched and wrote SEO articles for the agency's clients.

JAN 2023 – MAY 2023 (5 MONTHS)

Freelance Proposal Coordinator / CREÄ Affiliates LLC

- Researched, wrote, and planned proposals in response to government RFPs.

DEC 2022 – MAY 2023 (6 MONTHS)

Freelance SEO Writer / Juice

- Wrote SEO link-building articles for the agency's clients.

NOV 2022 – MAY 2023 (7 MONTHS)

Freelance Copywriter / Brandetize

- Wrote email newsletters, monthly social network copy, and SEO blogs for the agency's clients.

JUNE 2022 – MARCH 2023 (10 MONTHS)

Freelance SEO Blogger / HiLink

- Wrote SEO blogs and Facebook posts about education and technology to promote online tutoring platform.

OCT 2020 – JAN 2023 (2 YEARS, 4 MONTHS)

Freelance Web Content Writer / Surefire Local

- Wrote SEO website content for new small business websites created by the agency's designers.
- Completed hundreds of website content projects while working with the agency.

JAN 2015 – JULY 2017 (2 YEARS, 7 MONTHS)

Freelance Article Writer / Universities.com

- Wrote journalistic articles in AP style covering various college-related topics.
- Conducted interviews with university staff, industry experts, and students.

Home Controls (2012 – 2018)

MAR 2012 – JUL 2016 (4 YEARS 5 MONTHS)

Sr. Marketing Copywriter / Home Controls, San Diego

- Hired as the first dedicated Marketing Copywriter and helped shape the new role.
- Responsibilities included managing content for our e-commerce websites and managing AdWords campaigns.

JULY 2016 – NOV 2016 (5 MONTHS)

Marketing Operations Manager / Home Controls, San Diego

- Promoted to manager of the marketing department upon departure of previous manager.
- Coordinated all operations within the marketing department to grow sales.
- Retained content editing and AdWords management responsibilities as the senior copywriter.

NOV 2016 – DEC 2018 (2 YEARS 2 MONTHS)

Freelance Copy Editor / Home Controls, San Diego

- Edited hundreds of product descriptions written by junior copywriters.
- Designed copywriting lesson plan and presented training sessions to junior copywriters.
- Trained staff member to take over Google AdWords account management.

Education

AUG 2008 – MAY 2011

Bachelor of Arts (BA) Journalism / San Diego State University (SDSU)

- Graduated Magna Cum Laude
- Minor in Rhetoric and Writing Studies