

PATRICK COPELAND

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MARKETING CONSULTANT / EXPERIENCED COPYWRITER

Direct Response Copywriter ♦ Consumer and Biotechnology, Financial Industry Specialties

CAREER HIGHLIGHTS

- Over 9 million in gross revenue as a staff copywriter for Agora Financial [2013-2016].
- 3.7 million in revenue with long-form financial copy for product launch of Microcap Millionaire trading newsletter.
- Experience with top health industry clients including: The Agora, Health Sense Media, Doberman Dan's Muscle and Fitness Enterprise, Athletic Greens.
- Almost 8 years of proven success in the copywriting field.

SKILL SET & INDUSTRY EXPERIENCE

- Expert in research-based long-form copy for natural health, biotech, and finance industries. Experience writing B2B and editorial content.
- A strong understanding of marketing, sales and business strategies (list building, ad purchasing, and sales funnel optimization) drives sales and maximizes lifetime customer value for clients.
- My diversified, research-based writing portfolio includes:
 - Finance: microcap stocks, options trading, income trading, technical writing and analysis, etc.
 - Biotech & Consumer Tech: space exploration and capitalization investments; gene editing; technology industry leaders & trends; contemporary disease research and treatment.
 - Health: cellular cancer research; super food supplementation; macro-nutrient based diet plans; parasites; breakthrough pharmaceuticals.

WRITING HISTORY

Freelance Marketing Consultant 2015-present

- Expand long-term subscriber base and monetize existing list for financial advising company Agora Financial through actionable long-form, short-form, and creative sales copy and requisite marketing materials [order forms, dedicated email, banner, and insert ads]

Staff Copywriter, Agora Financial, Baltimore, Maryland 2013-16

- Acquired new customers and monetized existing list through actionable web content for financial newsletters including: Technology Profits Confidential, Natural Health Solutions, MicroCap Millionaires, Lifetime Income Report, Breakthrough Technology Alert, FDA Trader, Storm Signals Elite.
- Completed American Writers And Artists Institute's *6 Figure Copywriting Course* and *The Bencivenga 100 Seminar*. Researched and analyzed past and current promotions across varying industries daily.
- Participated in high-level industry specialist and networking events: AWAI Copywriting Boot Camp conference; Info Marketing Summit. Learned from and worked with industry leaders including Mike Morgan, David Garfinkel, David Deutsch, and Ben Settle.

Freelance Copywriter 2011-13

- Worked with business owners to increase sales and conversions, sell services and products, increase retention through email marketing strategies, and provide value to free and paid lists in form of editorial.
- Clients included: Athletic Greens, Doberman Dan, Lloyd Irvin Martial Arts Academy; trainers & fitness experts.

SALES, MARKETING, AND PEOPLE MANAGEMENT EXPERIENCE

Licensed Sales Insurance Agent , GEICO, Fredericksburg, VA	2012-13
Assistant Manager , Starbucks, Stafford, VA	2005-10
Photographer's Mate , United States Navy, Norfolk, VA	2003-05