

Melissa Lang

Copywriter

Contact

melissa@langfamily.ca

6478079042

Portfolios:

www.melissalang.space

[https://melissa1.journoportfo
lio.com](https://melissa1.journoportfo
lio.com)

LinkedIn:

[https://www.linkedin.com/in/
/melissa-lang1990/](https://www.linkedin.com/in/
/melissa-lang1990/)

Skills & expertise

- SEO
- Creative writing
- Content strategy
- Proofreading + copy editing
- Blogging
- CMS management
- Website copy
- Digital ads
- Branding + storytelling
- Video scripting
- Email marketing
- Social media marketing

Recent experience

Digital Copywriter

- Wrote original banner ad copy, subject lines, and social media copy for eBay.
- Worked closely with designers and account management team under tight time constraints.
- Translated creative direction from briefs into engaging and attractive brand messaging.
- Adapted writing for different tones of voices to align with multiple product categories.

Feed Agency
April 2020-June 2020

Creative Content Specialist (contract)

- Crafted fun copy and concepts for sales ebcasts, homepage, and digital ads.
- Managed Porter's blog re:view, helped fact-check content accuracy, and created blogs that garnered top traffic.
- Closely measured and analyzed the performance of blog content and SEO through WordPress and Google Analytics, reporting key trending patterns/topics.
- Coordinated and cultivated a team of freelance writers.

Porter Airlines
September 2019-December 2019

Real Estate Copywriter

- Conceptualized branding for new condo and home developments.
- Promptly crafted copy for e-blasts, lifestyle blogs, brochures, editorials, magazines, and video scripts.
- Consistently maintained quality control over all materials before going out to registrants, brokers, and clients.

Guidelines
March 2019-August 2019

Education

Advertising Copywriting

Humber College
September 2017- April 2018

Bachelor of Arts Honours English

McMaster University
September 2008-April 2012