

# Cameron Bailey

WRITER | COPYWRITER

Evanston, IL  
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(847) 431 - 6041

## PROFILE

An adaptive writer.

A nimble thinker.

Has the ability to see the big picture while still executing the details.

## AWARDS

- HubSpot Academy Inbound Certified
- HubSpot Academy Social Media Certified
- 2 Home Depot Awards for customer service

## EXPERTISE

- Solving Problems
- Wording Words
- Creating Creativity
- Leading Leadership
- Continuously Learning
- Hilariously Funny

## PORTFOLIO LINK

<https://cameronbailey.journoportfolio.com/>

## WORK EXPERIENCE

### MARKETING COORDINATOR

Jan 24 - May 25

#### *The Alexander Group*

- Grew LinkedIn & YouTube channels by over 45%
- Email writing/building; newsletter, events, and practices
- Content marketing for articles, videos and podcasts
- Wrote and updated website and promotional copy

### MARKETING COPYWRITER

May 22 - Aug 22

#### *Vodori*

- Created 3 month content calendars for LinkedIn
- Wrote and ranked articles on the #1 page of search engines for targeted keywords
- Wrote email marketing copy & performed A/B testing

### COPYWRITER & USER SUPPORT

Oct 19 - Jan 22

#### *Rhythmic Rebellion*

- Engaged over 100k creators and users on social media
- Created email copy for marketing & promotions
- Wrote over 100 articles including current event, user support, & informational materials
- UX copy & product testing
- Website & app feature ideation & improvement recommendations
- Live chat & email user support
- Researched leads & new customer development

### LEGAL CONTENT WRITER

Oct 19 - Mar 21

#### *Juris Digital*

- Ranked articles #1 on top search engines for keywords
- Wrote 3-5 SEO & keyword targeted articles per week
- Created scripts for informational videos
- Performed in-depth research cited for client leverage & infographics

### COPYWRITER

Jan 19 - As Needed

#### *Freelance*

- Current event articles for cryptocurrency & finance websites NewsBTC & Bitcoinist (300k Views)
- Articles, blogs, guides and product guides for outdoor activities website Trail and Summit (8k Shares)
- Articles & content for travel brands Uncover Colorado, Mountain Jobs, Kor Water, & Trip Gazer
- Press releases, biographies, & blogs for music and art marketing websites LoudLab and Hipcrave

## EDUCATION HISTORY

### Bachelors in English

#### *University of Colorado, Boulder*

- Editor and Assistant Art Director for Journal 2020 (creative nonfiction journal) Fall 2013 & Fall 2015

## APPLICATIONS & SKILLS

- Salesforce; Pardot; HubSpot; Spyfu; WordPress; Google Search Console; Google Analytics; Microsoft Office; Google Applications; SEO; Facebook Business Suite & FB Creator Studio; Instagram; Twitter; LinkedIn; Slack; Asana; Basecamp; Teams; Airtable; Forklift Certified