



Cameron Bailey

WRITER | COPYWRITER

Evanston, IL
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(847) 431 - 6041

PROFILE

An adaptive writer and nimble thinker with 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

The Alexander Group

Jan 24 - Present

- Grew LinkedIn & YouTube channels by over 20%
- Wrote website copy across practices maintaining brand consistency, style guidelines, and voice
- Managed email marketing for newsletter and events

MARKETING COPYWRITER

Vodori

May 22 - Aug 22

- 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

Rhythmic Rebellion

Oct 19 - Jan 22

- 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

Juris Digital

Oct 19 - Mar 21

- 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

Freelance

Jan 19 - As Needed

- 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

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