



# ERIC KUBICEK

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## PROFESSIONAL SUMMARY

Driven Copywriter with 9 years of experience crafting engaging copy for finance, death-care, and various other industry campaigns. Crafts project-specific content and leverages SEO knowledge to drive exposure. Excellent research and fact-checking skills with expertise in teamwork collaboration to integrate image and video content.

## SKILLS

- Brand voice consistency
- Collaborative team player
- Persuasive writing techniques
- Email campaign creation
- Multichannel copywriting

## EXPERIENCE

Senior Copywriter

May 2023 - Current

Vanguard | Malvern, Pennsylvania

- Led the development and execution of multichannel marketing campaigns.
- Partnered with internal stakeholders and product owners to craft clear and compelling marketing copy that resonates with Vanguard's target audience.
- Presented material to internal stakeholders and product owners to ensure the Vanguard voice is clear and concise across all marketing materials.
- Developed and maintained Vanguard's brand voice and messaging across various marketing materials, including website copy, direct mail, email campaigns, and social media content.
- Boosted success of copy by incorporating particular words and information, including SEO keywords.
- Worked closely with graphic designers to create visually appealing advertisements that complement copy.
- Managed multiple projects simultaneously while adhering to strict deadlines.

Copywriter

April 2015 - April 2023

Inertia marketing + design | Lower Gwynedd Township, Pennsylvania

- Prepared high-quality written copy by carefully creating, proofreading and editing work.
- Created new and engaging copy for clients' websites and updated existing ones.
- Crafted email marketing campaigns designed to engage subscribers and drive conversions.
- Coordinated with clients to create on brand monthly social media content calendars.
- Worked closely with graphic designers to create visually appealing advertisements that complement copy.

- Aligned with the clients' and their goals to create successful paid social media campaigns.
- Assisted in creation of video scripts for promotional or educational purposes.
- Created and presented drafts and ideas to clients for review.
- Matched text language and tone to specific environments and target audience demographics.
- Targeted sales messages to specific consumers, varying tone and language use.

Digital Marketing Coordinator

January 2014 - April 2015

Teal Orbit | Philadelphia, Pennsylvania

- Leveraged data from reports and real-time analytics to improve campaigns.
- Planned and executed national digital marketing campaigns with multi-channel approaches.
- Managed social media channels, including content creation and scheduling posts.
- Maintained email marketing campaigns, including list segmentation and performance analysis.
- Analyzed website traffic data to identify trends and optimize online presence.

## EDUCATION

Bachelor of Arts (B.A.)

May 2013

Saint Joseph's University , Philadelphia , PA