

AMANDA MARTINOTTI

COPYWRITER



860-459-1174



giddyupcopywriting@gmail.com



Childress, Texas

Dedicated and creative Copywriter with a passion for pets and a deep understanding of the pet industry. Proven track record of crafting compelling and engaging copy that resonates with pet owners, drives brand awareness, and increases customer engagement. Seeking an opportunity to contribute my writing expertise and love for animals to a dynamic pet-focused organization.

EDUCATION

2005=2009

Oliver Wolcott Tech High School

High School Diploma with a focus in Veterinary Medicine.

SKILLS

- SEO
- Branding
- Editing
- Research
- Animal Care
- Sales
- Social Media Marketing
- Competitor Analysis
- Blogging
- Website Design
- Canva Graphic Design
- Google Analytics
- Email Marketing
- Customer Psychology

WORK EXPERIENCE

Social Media Copywriter

The Savvy Equestrian - February 2024

Wrote social media copy to help retired equestrian women reconnect with their horses through an online coaching program.

Animal Content Writer

Flywheel Publishing August 2023 - January 2024

Created articles that provide engaging and educational content on how to care for dogs, cats, horses, and other pets.

Copywriter

Consumer Affairs - February 2024

Created company profiles for pet insurance, and veterinary telehealth companies to educate and assist pet owners in the best services for optimal pet wellness.

Stable Staff

Lakeridge Stables - 2004 - 2009

Provided excellent horse care, assist with training, taught horse back riding lessons to educate and empower the connection of horses and people.