

# London Kelley

SEO Copywriter | Content Marketing Specialist

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🏠 Montgomery Creek, CA

## Summary

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I am a creative copywriter with 5 years of professional experience specializing in the customer journey. I focus on marketing copy, short and long-form landing pages, ad copy, high-value SEO content, email automations, and drip campaigns. Writing copy rooted in a brand's core values, that creates connection, inspires confidence, and converts is my art.

## Experience

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### SEO Copywriter / Brand Support

*Freelance*

October 2019 - Present

Freelance copywriter with Pangaea Project Marketing Consultants. As head of content marketing, I apply AI tools for data analysis, keyword research, and content mapping. I write high-value long and short-form SEO articles. My responsibilities include managing a diverse range of technical copy needs for websites, landing pages, ads, and email campaigns.

### Copywriter / Marketing Assistant

*Anthology Brands*

*Pure Hemp Botanicals*

March 2020 - March 2023

Programs management and content strategy for B2C websites, social media, affiliate campaigns, and email marketing. Managed several marketing platforms crafted weekly blogs, built email drip campaigns, and maintained the B2C CRM. Collaboration with the team for Social media management, content strategy, customer engagement, and nurturing the relationship between the customer and the brand. Coordinating product and marketing promotions to public-facing channels and internal affiliates.

### Copywriter / Customer Service

*INDVR Brands / Strainz*

March 2020 - October 2022

Freelance copywriting for INDVR Brands. Fulfilled marketing copy needs for websites, product descriptions, and press releases. My duties also include customer service and product support.

### Email Marketing Manager

*DNA Distributors*

April 2019 - November 2021

My duties included email marketing, copywriting, and customer support for consumer goods brands. Managed email marketing platform and CRM platform. Built, designed, and wrote copy for email drip campaigns and weekly newsletters.

## Skills

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SEO Copywriting | Strategic Content Planning | Proofreading and Editing | Adept AI SEO Skills | AI Applications for E-Commerce | CMS Platforms | Email Marketing Platforms | Email Drip Campaigns | Landing Page Copywriting | Blog Writing | Press Releases | Ad copywriting | Understanding of Brand Archetypes | Establishing Brand Voice | Brand Building | Organic Social Media Growth | Customer Service

## Education

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Cabrillo College, Aptos, CA

English Language and Literature, Early Childhood Education