

Clayton M. Tarantino - Copywriter

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Education

Miami University - Oxford, Ohio

August 2016–December 2019

BA Professional Writing; BA Psychology

Professional Writing Experience

Leads-IQ - Leads Generation Startup in Chicago, Illinois

Content Coordinator

July 2021–Present

- Plan, research, write, copyedit, design, and publish (via HTML) hundreds of website content pieces for variety of verticals
 - **Web Content:** Long-form product reviews, blog-style articles, promotional offers, bullet-style company USPs, website pop-ups, FAQs, and informational below-fold pieces
 - **Verticals:** Online Psychics, Meal Delivery, Life Insurance, Moving Companies, Home Warranty, Wine Clubs, Trading/Crypto Applications, and more
- Research, write, test, and review KPIs of PPC (Google) advertisement headlines and descriptions
- Strategize, create briefs for, manage, and copyedit pieces completed by freelance writers
- Work alongside Statistical Specialist to strategize, research, create, and review KPIs of A/B-style website content tests, including copy tests, logo changes, and site element changes

Clearlink - Digital Marketing Company in Salt Lake City, Utah (Remote)

Copywriter (Multi-Vertical)

December 2020–July 2021

- Wrote copy for wide array of verticals: B2B, B2C, Outreach/PR, Insurance, and Contract
- Wrote copy for professional clients working in diverse industries: Telecommunications, HVAC, Insurance, Journalism, and Security
- Wrote copy for a variety of digital marketing materials: video ads, display ads, email campaigns, SEO/PPC-optimized domains and subdomains, news articles, and PPC (Google) ads

Junior Copywriter (B2B)

August 2020–December 2020

- Sole copywriter on B2B team, responsible for 5 clients (including 2 Fortune 500's)
- Worked alongside designers, strategists, and compliance specialists to create diverse marketing content including PR campaigns, email campaigns, display advertisements, PPC/SEO-optimized homepages, PPC/SEO-optimized subpages, and PPC (Google) ads

Copywriter Intern (Multi-Vertical)

June 2020–August 2020

- Wrote a variety of digital marketing copy for professional clients (including 2 Fortune 500's) in a variety of spaces: B2B, telecommunications, insurance, and journalism
- Collaborated with editors, designers, and PR specialists to create short- and long-form marketing content, including display ads, PPC (Google) ads, installation guides, entertainment blogs, and HAROs

WKRC Local 12 - Local Television/Digital News Station in Cincinnati, Ohio

January 2020–June 2020

Digital Content Producer

- Wrote, designed, and copyedited 5-25 news stories per shift for our station's digital presence
 - Wrote, designed, and copyedited 15-30 social media posts per shift for Local 12 social platforms including Facebook, Twitter, and Instagram
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Competencies

Google Suite | Microsoft Office | Adobe Suite | Celtx Screenwriting | Audacity Audio | Canva Design |