

Laura Pope

Content Writer

· Explore My Clickable Portfolio ·

Efficient, meticulous Content Writer crafting high-performance, keyword-dense copy that earns first-place sales and web traffic ratings, builds brand authority, and drives conversions. Consistently increases organic traffic with C-Suite, B2B, and B2C-targeted website and social media content, PPC ads, and email campaigns. Extensive experience managing multiple projects and prioritizing deadlines within digital marketing, federal compliance, business development, education, and automotive verticals.

Leadership Skills

Deadline Prioritization
Multi-Project Management
Strong Client Relationships

Professional Skills

SEO Optimization
Website & Mobile Copy
Executive Ghostwriting
B2C Email Campaigns
B2B & B2C Digital Marketing
Branded Blog & Social Content
Natural-Language Keywords
Google Ads & Analytics
Federal Compliance
Website Building
Personal Statements
Résumés & Cover Letters
Brand Authority & Continuity
Chicago & AP Style
Wix & Canva

Contact Laura

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Indiana / New York City

Education

Copyediting: NYU SPS
BA: Ball State University

Spoken Languages

English, German

Professional Experience

Content Writer

Honest Digital & Strolid · September 2023—Present

- Spearheads content development for a critical top-tier client via cross-departmental SEO collaboration and direct client communication
- Writes 80% of new BDC content to drive Strolid brand authority and boost organic reach within the automotive space
- Reliably delivers fresh, authentic content that commands AI search results and enjoys press outlet syndication, including Reuters reposts
- Tasked with increasing the efficiency and content value of new hires immediately after my onboarding

Freelance Content Writer

LEAP Group & EVS · New York, NY · Nov 2020—Present

- Delivers high-quality C-Suite blog content within the digital marketing and federal compliance verticals to build brand authority and boost awareness
- Increases organic web traffic and SERP rankings through relevant branded copy, strategic SEO keywords, and effective backlinking
- Ensures brand integrity and style by collaborating with LEAP C-Suite and staff
- Ghostwrites digital articles for Logic+Magic, LEAP's biannual publication

Head Copywriter

Edit With Dash · New York, NY · Aug 2019—May 2023

- 70% of clients landed new jobs with my customized, industry-specific résumés, cover letters, and LinkedIn profiles
- Built Wix website and managed all B2C digital marketing operations
- Optimized desktop, mobile, and social media content that drove conversions, including graphic design and SEO-friendly meta descriptions
- Iterated Google and social platform PPC ads and email campaigns, averaging a 69% reach increase per ad
- Designed custom client projects, including website content and federal CVs

Freelance Copyeditor

Self-Employed · New York, NY · Sept 2005—Dec 2018

- Provided content editing and proofreading for Springer Publishing
- Editing 30-page capstone essays and theses across multiple academic disciplines
- Coached graduate students in academic writing and editing techniques

Head Copywriter & Assistant Director

The Learning Center LLC · Greenwood, IN · Oct 2007—Sep 2008

- Developed all print and digital marketing collateral, including pamphlets, social media, and website content
- Single-handedly created branded curricula and lesson plans for 5 learning programs, as well as 50+ physical and digital learning resources
- Continually adjusted client curriculum plans to target new academic goals