

Richard Frank

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SUMMARY

Senior copywriter and editor with 10+ years of experience across multiple industries; responsible for **\$22.63M in client revenue** — ranking in the top **1%** of industry achievers.

Notable achievements:

- Facilitated a **\$10 million** agreement between **The Tesla Foundation** and **Two Comma Club** winners (awarded by ClickFunnels' CEO) via a well-crafted pitch deck.
- Implemented campaigns for Stebr which propelled monthly revenue from **60K to 600K** within 6 months, resulting in **1000% growth**.
- Displayed exceptional proficiency in investor relations and high-ticket sales closing, cultivating a robust investor portfolio with a combined check size surpassing **\$100M**. Also led and trained the sales department at Funding Starter Kit.
- Successfully pitched and closed a high-ticket offer to Jon Ermentinger, a seasoned executive with a career spanning roles as **CEO of True Religion**, GM of Apparel at **Nike**, President of **Gap Asia Pacific**, President of **Levi Strauss & Co.**, and CEO of **Tommy Hilfiger's Asia Pacific Region**.
- Edited over 1K articles for **Dealer.com** in 6 months, freeing up their backlog and getting them ahead of schedule.

Background: Digital agency, performance marketing, sales, and direct response marketing.

Style: I combine **sales psychology, evolutionary psychology, and neuromarketing**. This allows me to produce copy that speaks to the demographic and converts on-lookers into buyers.

Industry & Niche Experience: B2B, B2C, D2C, D2G, IT/Tech, SaaS, AI, Cybersecurity, Finance, Real Estate, Crypto, Forex, Trading, Investing, Automotive, Aviation, Medical, Biotech, Fashion, E-com, Food, Gaming, Enterprise, Law, Beauty, Relationships, Fitness, Pets, and Startups.

SKILLS

Performance Marketing, WordPress, HTML, Salesforce, Copy Editing, Proofreading, Analytics, Content Strategy-Development-Planning, Content Management, SEO-SEM, Landing Page Copy, Email Marketing, PR, Keyword Research, Market Research, Target Audience Analysis, Blog Writing, Product Description, Promotional Copy, Website Copy, Technical Writing, Direct Response, Strategic Planning, ChatGPT, A/B Testing, Google AdWord, Journalism, Project Management and Branding.

PROFESSIONAL EXPERIENCE

Dealer.com
Senior Copy Editor

Burlington, VT | Remote
2023– Present

- Successfully edited and reviewed over **1000 articles** and content pieces, ensuring accuracy, clarity, and adherence to brand guidelines provided by manufacturer's like **Toyota, BMW, Tesla, Audi, and Mercedes Benz**.

- Reduced the backlog of articles by 80% within three-to-four months of joining the team, effectively bringing the company up to date with its workload.
- Actively participated in monthly content strategy meetings — contributing ideas that led to a **15% increase** in engagement and readership for the company's blog and website.
- Received commendation from senior management for outstanding performance in meeting tight deadlines and delivering high-quality edited content consistently.

Carlos Salguero Services

Email Copywriter

Beverly Hills, CA | Remote

2021-2022

- Developed a highly impactful branding strategy and identity that has maintained its relevance to this day.
- Crafted engaging and influential copy for Carlos Salguero's webinars, consistently captivating an average audience of **over 60 attendees** per event; each webinar event drove an average of **\$9,000 in sales**.
- Collaborated with the marketing department to develop and implement a comprehensive copy strategy — driving an exceptional (estimated) **20% increase** in webinar conversion rates and resulting in a significant **45% boost** in overall sales.

Stebr Inc.

Senior Copywriter

San Jose, CA | Remote

2020-2021

- Masterminded a **1000% revenue growth** by implementing strategic marketing initiatives — transforming Stebr Inc from a **six-figure** to **seven-figure** business in six-to-twelve months.
- Conducted market and competitor research — leading to the identification of opportunities that contributed to a **25% expansion** in market share and a **33% improvement** in brand recognition.
- Conducted extensive keyword research and analysis to identify high-value and relevant keywords for SEO optimization, resulting in a **50% increase** in organic search traffic and **23% increase** in product conversions.
- Led the development of a comprehensive product description strategy by collaborating with the marketing analytics team to track and analyze the performance of product descriptions, using data-driven insights to refine and iterate the strategy, resulting in a **40% increase** in organic traffic to product pages.

Cosmos Creative Studios

Senior Copywriter

Beverly Hills, CA | Remote

2014-2020

- Interviewed high-profile CEOs regarding their company in order to determine appropriate pain points, demographic psychology, and how the offer should be presented.
- This performance marketing role required me to consistently hit the client's needed KPIs and metrics, in some cases on a monthly basis.
- Developed and implemented data-driven content strategies and optimizations to improve client campaign performance, resulting in a **25% increase** in conversion rates and a **10% decrease in cost per acquisition**.
- Conducted competitive analysis and market research to identify content gaps and opportunities, leading to the development of targeted content that outperformed competitors and attracted a larger audience share.
- Actively monitored and analyzed campaign performance, identifying optimization opportunities and conducted strategic changes that resulted in a **20% increase** in ROI and a **15% growth** in revenue generation for clients.
- Received recognitions from clients for consistently delivering copy that surpassed their marketing objectives, resulting in long-term partnerships as well as a 65% client retention rate, and a 40% increase in referral business.

LEADERSHIP EXPERIENCE

Funding Starter Kit

Co-founder/Head of Copy / Sales Director

Orange, CT

2020-2022

- High-Ticket Sales Closer: Led daily meetings with prospects, successfully converting them into clients. Ensured prompt follow-ups, facilitated deal closures, and addressed client issues, all while consistently providing exceptional customer service at Funding Starter Kit.
- Led and managed a team of 10+ industry professionals under the following departments: Marketing, Administration, Graphics, Copywriting, and Investor relations.
- Conducted regular meetings with investors located in California, New York, Europe, China, Australia, and Latin America.
- Developed and executed successful marketing campaigns on Reddit, Google ads, and Facebook, generating a **1300% return on investment (ROI)**.
- Skillfully negotiated client agreements and secured partnerships with major corporations.
- Proficient in investor relations — successfully cultivated relationships, resulting in a combined estimated check size of **\$100M+** — for Funding Starter Kit.

Larkin Tech Center

Lead Copywriter

Woodbridge, CT

2017-2019

- Led a team of professionals in successfully executing the company's largest event, drawing in over **300 attendees**, thereby amplifying brand visibility and industry recognition.
- Orchestrated a highly effective marketing campaign for the company's largest event, resulting in a revenue surge of **\$500,000** and a **20% boost** in company sales.
- Conducted extensive market research to identify target audience preferences and align the company's brand and tone accordingly, resulting in a **5X revenue growth in 14 months**.

EDUCATION

Master of Arts in English

Dowling College, New York

Bachelor of Arts in English

Dowling College, New York