

George Perry

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COPY WRITER

Creative, versatile, and audience-focused **Writing Professional** with over seven years of experience writing digital, **SEO**-driven copy for diverse online clients. Proven history of writing in multiple voices and tailoring approach to meet the needs of specific clients and audiences. Recognized as a meticulous editor and proofreader, eager to work with editors, developers and seniors. Portfolio is available at <https://georgedwperry.journoportfolio.com/>.

CORE SKILLS

- ✓ Copy Writing & Editing
- ✓ Web Content Development
- ✓ Search Engine Optimization (SEO)
- ✓ Web Content Creation
- ✓ Audience & Topic Research
- ✓ Multitasking & Prioritization

Computer Skills: Microsoft Word, Excel and PowerPoint | AdWords | Adobe Photoshop | WordPress | MONO

PROFESSIONAL EXPERIENCE

Copywriter | Site Dudes – Toronto, ON

February 2019 to Present

- Writes organic content for a variety of SMB verticals, including Home, About, and Services pages
- Writes copy from client interview sheets to establish a digital presence for small companies throughout Canada
- Writes paid SEO copy for existing websites to improve SERP results of existing sites, generally 500-750 words/page
- Improves off-page SEO by writing/improving meta titles and descriptions

Volunteer Writer | Hope Air

2017-2019

- Interviews volunteers and writes online profiles to build brand of Hope Air
- Interviews Hope Air recipients and advocates to write profiles, building empathy and encouraging donations

Freelance Writer

2017 - Present

- Receives press releases and other instructions including intended audience and word count
- Gathers information via online research and interviews
- Submits completed articles to editors and revises as necessary
- Writes blog entries in financial publications such as Inspired Investing News, designed to educate, build brand awareness and encourage investment

Copywriter | Yellow Pages Group – Toronto, ON

2013 - 2017

- Wrote creative and engaging online content for B2C websites, adhering to Canadian Press Style Guide
- Collaborate with UX/UI teammates, web builders, fellow content strategists, and product owners
- Optimized content for website searches (SEO) writing for a large (National) digital audience
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Key Achievements:

- ✓ Spearheaded the creation of the highly popular one-page (OWEBE) website service
- ✓ Wrote the manual detailing content strategy, including copywriting voice and tone standards, how to optimize photos using Adobe Photoshop and tagging, instructions for building websites, and URL selection via CIRA
- ✓ Worked with developers to optimize sites for load time and improved UX using with WCAG 2.0 guidelines

Writer & Assistant Editor | MooneyOnTheatre.com – Toronto, ON

Jan 2010 to Aug 2016

- Wrote, and built theatre review webpages using WordPress, including off-page (meta) copy and photo editing
- Attended diverse theatre productions, conducted research, and wrote/edited blog posts of up to 800 words
- Proofread articles written by other writers, ensuring accuracy and adherence to editorial standards
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Key Achievements:

- ✓ Wrote over 100 articles on the site by offering a unique and insightful perspectives
- ✓ Earned praise from various producers for reviews including several pull quotes used for promotional purposes
- ✓ Complete online writing portfolio can be viewed at the website: www.mooneyontheatre.com/author/george/

EDUCATION

Bachelor of Arts | University of Windsor – Windsor, ON