



Vanessa Hagglund

Content Writer

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[Portfolio](#) / [LinkedIn](#)



About me

Versatile copywriter with 9+ years of experience crafting digital content that drives engagement and conversions for SaaS, logistics, beauty, and e-commerce brands. Skilled in SEO, brand voice, and multi-channel strategy. Experienced with LLMs like ChatGPT, Jasper, and certified in prompt engineering to speed up production while bringing the human insight, creative intuition, and strategic thinking that AI cannot replicate.

Personal Skills

Copywriting & Content Skills

- SEO content, landing pages, product copy, paid ads.
- Email marketing, blog writing, web copy.
- Brand messaging, editorial style guides, and technical writing.
- AI-assisted writing, prompt engineering, LLM workflow optimization.

Marketing Tools & Platforms

- HubSpot, WordPress, Mailchimp, Canva, Hootsuite.
- Google Analytics, Trello, Slack, Microsoft Office, Google Workspace.

SEO, GEO & Content Research

- Ahrefs, SEMrush, Google Search Console Writing Standards & AI Tools.
- AP Style, MLA, ChatGPT, Jasper, prompt engineering.

Education

**California State University,
Bakersfield | May 2016**

*Bachelor of Arts in Public
Relations & Communications*

**Antelope Valley College |
December 2012**

*Associate of Arts in Liberal
Arts & Journalism*

Volunteer Work

**Mountain Home Desert Retreat
Board Member, Marketing Coordinator
October 2018 – Present**

- Tripled social media engagement and website traffic in the first year of rebranding efforts.
- Created and executed comprehensive digital marketing strategies to boost awareness and engagement.
- Managed email campaigns, website content, and social media platforms.

Publications

Denver's Most Inspiring Stories

*Voyage Denver Magazine | March 8,
2022*

Work Experience

ShipHero | Remote

Marketing Writer (Copywriter) | September 2022 – February 2025

- Used ChatGPT to accelerate first drafts and A/B test copy variations across landing pages, blogs, and email campaigns.
- Applied prompt engineering to shape tone and optimize for specific stages of the customer journey.
- Wrote SEO-optimized blog posts and case studies that supported lead generation and improved search rankings.
- Created product messaging, digital ads, and campaign copy that aligned with brand voice.
- Collaborated with subject matter experts to produce technical content for both 3PL and SaaS audiences.
- Increased SLA adherence by 8 percent in 2023 by aligning content to user needs with the help of AI-assisted content analysis.

VH Content Development | Remote

Freelance Content Creator | January 2019 – September 2022

- Leveraged ChatGPT and Jasper to generate draft structures, keyword-focused outlines, and voice-aligned copy for clients across industries.
- Used prompt engineering techniques to refine tone, improve clarity, and maintain brand consistency at scale.
- Delivered blog and web content that increased organic traffic by 15 percent for a national construction brand.
- Created email sequences, social captions, and landing pages based on client goals and conversion targets.

TC Creatives | Remote

Copywriter | November 2021 – June 2022

- Used Jasper to support headline brainstorming and version testing for paid ads and campaign copy.
- Applied prompt engineering to tailor messaging for personal brands and e-commerce audiences.
- Wrote website copy and ad messaging informed by competitor analysis and user research.
- Delivered tone-appropriate, conversion-driven content aligned with audience expectations and brand guidelines.

CharTec LLC | Bakersfield, CA

Content Developer | September 2018 – May 2019

- Produced B2B SaaS content, including blogs, e-books, newsletters, and landing pages.
- Created technical documentation such as manuals, user guides, and FAQs.
- Hosted a one-hour social media marketing workshop for business owners each quarter.

Kiara Sky Professional Nails | Bakersfield, CA

Marketing Coordinator | October 2016 – April 2018

- Led content creation for a viral campaign that hit 2 million YouTube views in 24 hours.
- Increased e-commerce sales by over \$1 million in the first year.
- Developed and executed influencer partnerships, PR campaigns, and digital marketing strategies.