

Arvin Donner

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Writer, Copywriter and Content Marketer with 12 Years of Experience

Professional Profile

Versatile **Writer, Editor, and Content Marketer** who creates and implements copy best practices and SEO to drive traffic and marketing campaigns. Excels at improving processes and solving problems. Uses ideation and analysis to grow brand awareness and revenue. Background working in automotive and technology niches. Passionate about film, gaming, alternative energy, blockchain, macroeconomics, and trading and investing.

Key Skills and Experience

- Content Marketing
- Copywriting
- Cryptocurrency Reporting
- Technical Writing/Editing
- SEO/Competitor Analysis
- Branding
- Long/Short Form Content
- Keyword Research
- Communications
- Technical PR
- Marketing Funnels
- Storytelling

Career Experience

[THE CRYPTO RECRUITERS](#), Digital Marketing Manager, Remote (laid off) | Feb 2022 – June 2022

- Increased impressions by 1700 %, clicks by 1200 %, and click-through rates by 13 % in two months
- Identified inefficiencies in current marketing and provided solutions to increase sales by 200 %
- Earned promotion by the CEO to a management position after two months on the job
- Collaborated w/ marketing team on branding; created content/graphics and marketing research
- Conducted Ad spend, competitor analysis, and keyword research w/ Google Analytics
- Managed LinkedIn profile and social media presence and facilitated marketing research

[ALGEBRAISK](#), Technical Editor and Business Consultant, Remote | April 2021 – August 2022

- Shaped company white paper with proofreading and editing; increased efficiency by 300%
- Collaborated w/team on the development of eight new data management and game products
- Researched funding opportunities receiving invitations to submit proposals from 2 VC firms
- Recruited four data science SMEs to review the company's first white paper
- Consulted with CEO on creating a startup business for a \$300 million - plus product sale

The EMBASSY, Product Specialist, Columbus, OH | June 2014 – February 2019

- Generated 40,000 - plus interactions and 20,000 - plus lead generations
- Increased sales by 6.5 % regionally, exceeding the 4 - 5% average
- Supported the logistics of all events for all campaigns safely (transportation setup and tear down)
- Worked with team to exceed all KPI goals during the 2014 Chevy Summer tour

[COINTELEGRAPH](#) | [JETRUBY](#) | [HONDA R&D NA](#) | PRISM LABS | [BLOCKSTACK](#) | [FIVEZERO](#)

Project-Based Work: SEO, Content Writer, Editor, Journalist, Researcher, Remote | 2017 – Present

- Crafted PR and Communications content for Honda R&D NA, reaching 200K employees
- Authored 65K words of content in three weeks for FiveZero, garnering 75K views in two months
- Created journalism articles for Cointelegraph with 53K views
- Provided promotional content for five new products during Blockstack's first Dapp mining project
- Reviewed over 20 hours of video and wrote a 1500-word article in three days for Prism Labs
- Completed 10 projects for JetRuby in two months, including lead generators and emails

GLOBAL TECH DS, IT / Marketing Consultant Columbus, OH, Palm Desert, CA | Aug 2009 - Mar 2014

- Convinced disgruntled former client's employee to stop holding their website hostage
- Set up an online payment system to help a client with convention registration for 2000 people
- Rescued lawyer's crashed office network and server in 2 hours after being hacked
- Crafted an email marketing sales campaign for a client that doubled their revenue

Additional Experience

- **PEAK SYSTEMS** • Contract IT Support 2014 - 2019
- **CLINTONVILLE COMMUNITY RESOURCE CENTER** • Volunteer Coordinator 2018 - 2019
- **CRTC** • Marketing Analyst/Software Support/Business Analyst/UX Design 2015

Technical Proficiency

- WordPress
- MS Office Suite
- Google Analytics
- Asana
- ChatGPT/Hubspot AI
- Mirror.xyz
- Slack
- Google Suite
- Trello
- SEMRush
- Photoshop/Midjourney
- VidIQ

Education and Certifications

- **[HubSpot Digital Marketing Certification](#)**
Cert. ID: 298d01c3adc2487f95ad16d0092b21e5
- **Linked Courses:** SEO, Conversion Copywriting, AGILE, and SQL
- **Marketing Training** – [Trena Little YouTube Marketing](#) and [Chris Lee Content Marketing](#)
- **[IT/Programming Training](#)** - DeVry University, Columbus Campus
dB development, Systems Analysis, C#, VB, SQL, Networking, Hardware, Web Dev
- **Tech Communications Coursework** – Columbus State Community College
Technical Editing and [Technical Writing](#)
- **BA English** – The Ohio State University – [Literature](#) and Sociolinguistics
British Lit, American Lit, African American Lit, [Folklore Studies](#), Short Story Writing