



## Luke Williams

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  - <https://www.therightwriter.pro/portfolio/>
  - Adaptable to Any Global Time Zone
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### Content Writer | Copywriter | Blogger

I have 10 years of freelance content writing and copywriting experience. I have also been a fantasy/fiction writer and ghostwriter for 15 years.

Proficient in B2B and B2C communications, including composing effective email correspondence (initial outreach and follow-ups), and developing engaging digital content for social media, websites, and landing pages.

Successfully collaborated with clients from both the Northern and Southern Hemispheres, spanning industries such as technology, robotics, interior design, health, nutrition, fitness, and education. My writing skills have led to an average of over 25% growth in either lead generation, followers, or turnover.

I proudly hail from South Africa, though I immigrated to Vietnam in 2019 and have never looked back. Beyond the writing desk, you'll find me an avid reader, a dedicated gymgoer, and someone who fiercely loves their family. I am not ashamed to admit that I have a soft spot for dogs and French vanilla ice cream.

### **SKILLS & INTERESTS**

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AI LLM Development, AI Response Evaluation, AI Response Writing, Artificial Intelligence, Blogging, Brand Storytelling, Business Communications, Coaching, Communication, Content Management, Copywriting, Creative Writing, Creativity and Innovation, Editing and Proofreading, Ghostwriting, Health and Wellness Knowledge, Lead Generation, Leadership, Learning, Marketing, Microsoft Office, Narrative Journalism, Newsletters, Online Advertising, Online Marketing, Oral Communication, Public Speaking, Research Skills, SEO Copywriting, Sales Management, Sales Processes, Time Management, Transmedia Storytelling, Web Content Writing, General Writing, Written Communication.

I actively participate in fitness activities, gym, hiking, journalism, judo, nutrition, reading, theatrical drama, traveling, and creative writing.

## WORK EXPERIENCE

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### **The Right Writer**

#### **Content Writer, Creative Copywriter, Conceptualist, Solopreneur**

- Hybrid/ Remote
- 01/2015 - Present
  - Revamped the landing pages and increased the conversion rate by an average of 30%, boosting sales and revenue for the company.
  - Revamped blog and newsletter strategies, leading to an average of a 20% increase in customer engagement and a 10% boost in sales.
  - Developed high-converting landing page and newsletter content for multiple fitness industry professionals, resulting in a 30% increase in leads and driving a 15% growth in revenue.
  - Generated increased credibility and a surge in inbound client inquiries for writing professionals by ghostwriting and editing their content.

### **Lalisa**

#### **Senior English Teacher**

- Pleiku, Gia Lai, Vietnam On-site
- 01/2023 - Present

### **VUG (Vietnam USA Group)**

#### **Head English Teacher and Company Expat Representative**

- Gia Lai, Vietnam · On-site
- 01/2019 - 12/2022

## EDUCATION

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### **Bachelor of Arts in Marketing**

- University of South Africa/Universiteit van Suid-Afrika
- 01/2011 – 01/2015

### **TEFL Certification in Teaching English as a Second or Foreign Language/ESL Language Instructor**

- Let's TEFL
- 01/2018

### **Postgraduate Degree in Secondary Education and Teaching**

- Asian College of Teachers- Corporate
- GPA: A+
- 01/2023 - 12/2023