

ZAINUDDIN HAIDER

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CAREER SUMMARY

Strategic copywriter with 3+ years of experience crafting high-performing digital content across web, email, social, and brand campaigns. Skilled in blending persuasive storytelling with data-driven strategy to increase engagement, improve conversion rates, and strengthen brand positioning. Experienced in collaborating with cross-functional teams to deliver clear, compelling messaging that drives measurable results.

EDUCATION

FULL SAIL UNIVERSITY

MFA Creative Writing 2021-2022

MIAMI UNIVERSITY

MA Psychology - Educational Psychology
2018-2019

CLEVELAND STATE UNIVERSITY

BA Psychology 2014-2018

SKILLS

Copy & Content Development

- Website Copy
- Landing Pages
- Email Campaigns
- Product Descriptions
- Social Media Copy
- Brand Voice Development
- Long-Form Content
- Content Strategy

Marketing & Technical

- Conversion Copywriting
- SEO Content Strategy
- Audience Segmentation
- Funnel Messaging
- A/B Messaging Concepts
- Performance Analytics (GA4, Search Console)
- WordPress CMS

Professional Skills

- Cross-Functional Collaboration
- Research & Information Synthesis
- Project & Deadline Management
- Adaptable Brand Voice
- Editing & Proofreading

WORK EXPERIENCE

DIGITAL MARKETING COPYWRITER & WEB DESIGNER

PenWill Group, LLC | Remote (2025-Present)

- Develop conversion-focused website copy, landing pages, and long-form content for multiple clients across diverse industries.
- Increased organic website traffic by up to 35% within six months through optimized content strategy and structured messaging.
- Translate complex topics into clear, audience-centered narratives that improve engagement and brand clarity.
- Collaborate with designers, strategists, and stakeholders to ensure cohesive campaign execution.
- Use analytics tools (GA4, Search Console) to refine messaging based on user behavior and performance metrics.

DIGITAL MARKETING COPYWRITER

Pawsitive Intentions (2023-Present)

- Led brand voice development and content strategy supporting product launches and seasonal campaigns.
- Increased social engagement by 40% through targeted messaging and storytelling-driven content.
- Wrote high-converting product descriptions, email sequences, and promotional campaigns.
- Optimized website content structure to enhance clarity, SEO visibility, and user experience.

DIGITAL MARKETING COPYWRITER

Roundtable Learning (2022-2022)

- Authored 25+ SEO-optimized blogs and digital resources to support content marketing and lead generation efforts.
- Produced long-form educational and marketing content tailored to corporate training audiences.
- Partnered with internal teams to align content with brand guidelines and campaign objectives.
- Contributed to content planning, distribution scheduling, and performance review initiatives.