

Aaron Garcia

Senior Copywriter & Editorial Writer | Content Strategy | B2B & B2C

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PROFESSIONAL SUMMARY

Versatile copywriter and editorial writer skilled at crafting compelling content across advertising, digital media, and journalism. Proven track record delivering ROI-focused ad copy, brand voice development, and multi-channel content strategies for global and regional organizations. Equally comfortable writing a punchy CTA or a long-form feature and obsessed with finding the exact words that move audiences to act.

EXPERIENCE

Senior Copywriter | **Market America** | Greensboro, NC (Remote) *Aug 2022 – Present*

- Write and provide creative direction for ad copy featured in bimonthly membership magazines distributed in Taiwan and Hong Kong, collaborating with international product, translation, design, and legal teams.
- Develop and edit weekly newsletters for the US market and six international markets in partnership with corporate leadership.
- Produce as-needed copy for social media, white papers, websites, and internal communications across departments.
- Created and maintain department SOP manuals to ensure consistency in style and process.

Content Writer | **GoHealth** | Chicago, IL (Remote) *Jun 2020 – Mar 2022*

- Led high-visibility branding initiatives including the company's YouTube channel launch, member calendars, and website content.
- Crafted and refined value propositions for marketing emails, improving engagement across multiple audience segments.
- Collaborated with research, design, and legal teams to produce white papers, press releases, and landing pages.
- Developed content strategies balancing SEO performance with accessible, consumer-friendly messaging.

Freelance Copywriter | **Self-Employed** | Remote *Aug 2018 – Jun 2020*

- Delivered original copy for social media, websites, ads, and SEO campaigns across diverse industries including commercial furniture, industrial trade software, hair loss, sports, and contracting.
- Clients included Trane, Ingersoll Rand, and Bears for Humanity.
- Wrote feature articles for Charlotte magazine, Charlotte Parent, Lake Norman Currents, and Allied Paving Equipment.

Outside Sales | **Carolina Office Solutions** | Charlotte, NC *Mar 2014 – Aug 2018*

- Launched and managed a targeted blog for commercial real estate prospects, directly contributing to a 60% revenue spike from that segment.
- Consistently ranked as top-earning salesperson, generating \$900K+ in annual revenue.

Copywriter | **Big Idea Group** | Matthews, NC *Sep 2013 – Jan 2014*

- Conceived and produced web and print deliverables — including print ads, banner ads, product guides, emails, and web pages — for clients such as The Sporting News, American City Business Journals, and Azamara Club Cruises.

Sports Editor | **The Charlotte Weekly** | Charlotte, NC *Jun 2007 – Sep 2013*

- Earned two state awards for sports feature writing and coverage.
- Built and managed hyper-local sports sections covering three counties and 40 schools, including two annual 40-page special sections.

SKILLS

Writing: Creative copywriting, editorial writing, SEO copywriting, scriptwriting, press releases, white papers, B2B & B2C sales copy

Strategy: Content strategy, editorial calendar creation & management, brand voice development, AI prompt generation

Tools & Style: WordPress, AP Style, research, Microsoft Office

EDUCATION

B.A., Communications | Appalachian State University

HONORS

- News, Editorial & Photojournalism Contest: Sports Feature Writing Award (2008)
- News, Editorial & Photojournalism Contest: Sports Coverage Award (2010)