

# Aaron Garcia

A value prop-hunting, CTA-sharpening, word-wrangling (copy)writer looking to help an organization exceed its promotional goals with strategic and engaging messages.

## Contact

Davidson, NC

704-819-7367

[Aarongarcia1@gmail.com](mailto:Aarongarcia1@gmail.com)

[Linkedin.com/in/aaron-garcia-clt/](https://www.linkedin.com/in/aaron-garcia-clt/)

## Portfolio

[AaronGarcia.journoportfolio.com](http://AaronGarcia.journoportfolio.com)

## Education

Appalachian State University

B.A., Communications (2003)

## Skills

- Content strategy
- Creative copywriting
- AI prompt generation
- Editorial
- Script writing
- Press releases
- WordPress
- Research
- AP style
- SEO copywriting
- B2B, B2C sales
- Editorial calendar creation, management

## Honors

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

## Experience

August 2022 – Present

**Senior Copywriter | Market America, Greensboro, NC**

- Provides ad copy and creative direction for bimonthly membership magazines in Taiwan and Hong Kong by collaborating with design staff and international product, translation and legal teams.
- Works with corporate leadership to plan, revise and edit weekly newsletters for US and six international markets.
- Collaborates with various departments to provide as-needed writing and edits for projects including social media, white papers, web sites and more.
- Compiles style and process updates to create and maintain department SOP manuals.

June 2020 – March 2022

**Content Writer | GoHealth, Chicago (remote)**

- Planned and created high-visibility branding initiatives, including the company's YouTube launch, member calendars and website.
- Crafted and refined value propositions for marketing emails.
- Collaborated with research, design and legal teams to create original white papers, press releases and landing pages.
- Developed content strategies to bolster both SEO and consumer trust via informative-yet-simple content.

August 2018 – June 2020

**Freelance Copywriter | Self-Employed**

- Conceived, planned and created original copy for social media, web sites, ads, SEO, and more.
- Clients include Trane, Ingersoll Rand and Bears for Humanity.
- Developed and wrote feature articles for Charlotte magazine, Charlotte Parent, Lake Norman Currents, and Allied Paving Equipment.
- Industries: Commercial furniture, hair loss, industrial trade software, small businesses, self-improvement, sports, contracting, and asphalt.

March 2014 – August 2018

**Outside Sales | Carolina Office Solutions, Charlotte, NC**

- Developed blog targeting commercial real estate targets, leading to a 60% spike in revenues from that segment.
- Top-earning salesperson each year (over \$900K annually).

September 2013 – January 2014

**Copywriter | Big Idea Group, Matthews, NC**

- Conceived and developed engaging web and print deliverables, including print ads, banner ads, product guides, emails, web pages, white papers, and other collateral.
- Clients: The Sporting News, American City Business Journals, O-Live Extra Virgin Olive Oil, Azamara Club Cruises, and more.

June 2007 – September 2013

**Sports Editor | The Charlotte Weekly, Charlotte, NC**

- Garnered state awards for feature writing and coverage.
- Developed hyper-local sports sections that covered three counties and 40 schools, including two annual, 40-page special sections.