

TYSON PEVETO

Senior Copywriter | Managing Editor | Content Strategist

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PROFESSIONAL SUMMARY

Tyson Peveto is a results-driven senior copywriter and managing editor with over five years of professional content experience spanning brand copywriting, SEO editorial strategy, email marketing, social media, product packaging, and print — across multiple industries and international markets. As Managing Editor for KROK, a globally distributed food and beverage brand based in Bangkok, Tyson owned the brand's complete editorial voice for over three years, writing every word that reached customers through every channel: website, email, social media, product packaging, brochures, paid backlinks, and affiliate partnerships. His freelance portfolio spans researched long-form blog content, conversion-focused product page copy, and physical marketing collateral for companies across food, technology, lifestyle, and consumer goods. Tyson writes with the rare combination of creative instinct and analytical precision — producing copy that not only reads beautifully but performs. Whether crafting a compelling homepage headline, engineering a newsletter that drives repeat engagement, or producing SEO-optimized articles that rank, he delivers polished, publication-ready copy without the need for revisions. A seasoned remote professional fluent in cross-cultural communication, Tyson is equally at home owning a brand's voice solo or collaborating with global creative teams.

KEY ACCOMPLISHMENTS

- Served as sole Managing Editor for KROK for 3+ years, personally writing **100% of the brand's copy** across website, email, social media, product packaging, and print — zero outside writers required.
 - Planned, wrote, and published KROK's Recipe of the Month newsletter, collaborating with recipe contributors from multiple countries to produce polished, **globally distributed** culinary content.
 - Produced paid backlink content and affiliate partner articles to directly support KROK's **SEO growth strategy**, extending domain authority and driving organic traffic.
 - Published editorial features in **Cookly Magazine** (cookly.me/magazine), placing KROK's brand story in front of a global food enthusiast audience through third-party publication.
 - Built and maintained a successful freelance copywriting practice **since 2019**, delivering researched blogs, product page copy, and brochure content for clients across multiple industries with consistently strong reviews.
 - Completed numerous UpWork projects across diverse niches with a track record of on-time delivery and high client satisfaction — the majority requiring **zero revision rounds**.
 - Copyedited product pages for multiple e-commerce companies, elevating brand voice consistency and optimizing **conversion-focused language** across entire product catalogs.
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WORK HISTORY

Managing Editor | KROK | Bangkok, Thailand / Remote | December 2020 – March 2024

- Crafted all copy for KROK's website pages, ensuring every product description, landing page, and informational section aligned with brand tone and drove customer engagement.
- Engineered email marketing campaigns from concept through deployment — writing subject lines, preview text, body copy, and CTAs that built a loyal subscriber base.
- Produced all social media content across platforms, maintaining a consistent, engaging brand voice that grew KROK's online community and supported product launches.
- Wrote all product packaging copy, balancing regulatory requirements with compelling consumer-facing language across KROK's full product line.
- Orchestrated KROK's Recipe of the Month newsletter, recruiting and editing submissions from international contributors and transforming them into beautifully written, on-brand content.
- Spearheaded paid backlink and affiliate content strategy, writing articles for partner sites and publications that strengthened KROK's SEO footprint and drove referral traffic.

Freelance Content & Copywriter | Self-Employed | Remote | September 2019 – Present

- Pioneered long-form SEO blog content and researched articles for client websites across food and beverage, healthcare, technology, lifestyle, and consumer goods industries.
- Copyedited product pages for multiple companies, delivering sharper, conversion-optimized copy that aligned brand voice with target audience expectations.
- Crafted physical brochure copy for clients requiring precise, compelling messaging within strict space and format constraints.
- Delivered high-quality, on-brief copy for numerous UpWork clients, building a portfolio of successful multi-industry engagements and long-term client relationships.

Director of Outreach & Social Media Manager | Self-Employed | Philadelphia, PA | September 2015 – May 2017

- Managed all social media platforms for a history-focused organization, writing audience-engaging posts that promoted programming and grew community awareness.
- Developed outreach copy and partnership communications to connect with area schools, driving field trip program enrollment and event attendance.

EDUCATION

Bachelor of Arts, Music — Music Business Focus | Lamar University | 2010

Coursework: Music Industry, Management, Marketing, Finance, Managerial Accounting, Business Law

CORE SKILLS

Brand Copywriting, SEO Content Writing, Long-Form Editorial, Newsletter Writing & Production, Email Marketing Copy, Social Media Copywriting, Product Page Copywriting, Product Packaging Copy, Brochure & Print Copy, Affiliate & Backlink Content, Copy Editing, Proofreading, Content Strategy, Editorial Calendar Management, Brand Voice Development, Style Guide Creation & Adherence, Headline & CTA Writing, Conversion-Focused Copy, Cross-Cultural Content Creation, Researched Journalism, Managing Editing, Global Contributor Management, Remote Team Collaboration, Google Workspace, Microsoft Office Suite, Content Management Systems, UpWork Platform, Oral Communication, Attention to Detail