

# 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 six years of professional content experience across brand copywriting, SEO editorial strategy, email marketing, social media, product packaging, and print. 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, including 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. Since 2016, he has also worked as a remote credentials evaluator for TruMerit, where he guides internationally educated nurses through complex regulatory pathways, sharpening his ability to communicate clearly across diverse audiences and translate complex information into accessible language. Tyson writes with creative instinct and analytical precision, producing copy that reads beautifully and 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.

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## 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

**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.

**International Credentials Evaluator** | TruMerit | Philadelphia, PA / Remote | May 2016 – March 2026

- Assess education, licensure, and work history documentation for internationally educated nurses seeking professional licensure, applying regulatory frameworks with consistent precision and exercising independent professional judgment.
- Edited documents for final review before going to production.
- Critically analyze complex documents to identify discrepancies and ensure compliance with regulatory requirements.
- Conduct quality assurance reviews of files completed by other evaluators, maintaining team-wide accuracy standards and contributing to a culture of accountability and continuous improvement.
- Spearheaded multiple cross-functional team projects, demonstrating the ability to collaborate effectively with colleagues, prioritize tasks, and drive initiatives forward in a fully remote environment.
- Assist applicants navigating complex regulatory pathways, providing clear, timely guidance through multiple communication modalities.

**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.

**Content Creator & Magazine Editor - Cookly Magazine** | Freelance | Remote | September 2019 – December 2023

- Produced and published a high volume of engaging food and travel articles, email newsletters, and press releases, consistently delivering compelling content that aligned with brand objectives and audience interests.
- Directed the editorial process for the online magazine, applying rigorous editing and proofreading standards to ensure accuracy, clarity, and strict adherence to established brand guidelines.
- Crafted targeted social media campaigns and public relations materials to engage a global readership, demonstrating strong digital communication skills and the ability to tailor messaging effectively across multiple platforms.
- Managed the end-to-end content production lifecycle autonomously in a remote freelance capacity, exercising strong organizational skills and the ability to prioritize competing deadlines effectively.

**Director of Outreach & Social Media Manager** | Bow Tie Tours | Philadelphia, PA | September 2015 – May 2017

- Cultivated partnerships with area schools to establish and grow educational programming, demonstrating the ability to build relationships with diverse stakeholders and support student engagement.
- Led educational tours focused on historical and civic topics, developing strong oral communication skills and the ability to engage diverse groups of learners in a structured educational setting.
- Managed multiple social media platforms to build audience awareness and community engagement—experience transferable to communicating with students across multiple modalities.

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## EDUCATION

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

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

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## 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

Scan for Portfolio

