

ANTHONY HOLYOAK

DIRECT RESPONSE COPYWRITER · OFFER & FUNNEL STRATEGIST

"I'll beat your control."

Las Vegas, NV · 702.573.1025 · aj_holyoak@yahoo.com · linkedin.com/in/anthony-holyoak

Most copywriters sell words. I sell measurable results. For 10+ years I've written the offers, sales pages, VSLs, advertorials, and email funnels behind seven-figure launches and 500%+ revenue lifts — trained in the Agora Financial school of direct response and sharpened across financial publishing, supplements, subscriptions, and eCommerce. I don't write in a vacuum: every line is engineered to beat the control, backed by a working command of offers, media buying, buyer psychology, and conversion data.

SELECTED RESULTS

- **\$10M+ in high-ticket bundle revenue** produced across launches and funnels
- **Seven figures generated** through direct-response email campaigns and sales funnels
- **508% YOY subscription growth** — adding \$1.5M in incremental revenue as sole copywriter
- **323% checkout conversion lift** via rewritten sales copy, offer restructuring, and UX
- **116% revenue lift & 124% order-volume increase** from a retention and win-back overhaul
- **#1 Winner, international media-buying competition** — ~\$8 CPA on a \$5 offer, nearly 2× the runner-up
- **\$8M+ paid media managed** • **130,000+ qualified leads generated**
- **\$2.5M+ sold face-to-face** — before I ever wrote a word of copy

WHAT I WRITE

Sales Pages · VSL Scripts · Advertorials · Email Promotions & Sequences · Launch Campaigns · Landing & Checkout Pages · Evergreen Funnels · Welcome & Win-Back Flows · Upsells & Renewals · Offer Development

EXPERIENCE

Co-Founder & Lead Direct Response Copywriter 2023 – Present

Rise ROI Brands · Direct-response & lifecycle copy for DTC subscription and wellness brands

- **Generated \$1M+ in client revenue** through email, lifecycle automation, retention, and promotional direct-response copy
- **Lifted checkout conversion 323%** by rewriting sales copy, restructuring the offer, and streamlining checkout UX
- **Drove a 116% revenue lift and 124% order-volume increase** with a retention and win-back sequence overhaul
- Own message-to-market match end to end: offer development, funnel architecture, and the A/B testing roadmap

Senior Demand Account Supervisor (Contract) 2022 – 2023

Merkle | Dentsu · Enterprise demand generation for a Fortune 500 B2B client

- **Directed an \$8M annual media budget** across 20+ publishers, delivering 130,000+ qualified leads
- **Lifted MQL/SQL volume 30% and campaign performance 20%** through targeting refinement and creative asset testing
- Led QBRs, growth plans, and proposals; mentored a 3-person team to +15% delivery efficiency

Senior Brand Marketing Manager — Sole Copywriter & Strategist 2020 – 2022

Invest Pub · Financial publishing

- **Drove 508% YOY subscription revenue growth** as the sole copywriter and strategist — +\$1.5M incremental revenue
- **Wrote long-form promotions, VSLs, and email sequences** generating \$350K+
- Engineered low-ticket front-end offers with high-ticket upsell funnels, lifting average order value
- **Improved campaign ROI 25% and audience engagement 40%** via A/B offer testing and behavioral segmentation

Senior Marketing Manager & Sales Copywriter

2018 – 2020

Agora Financial · Long-form direct-response financial publishing

- **Launched The Rich Retirement Letter from concept to market** — 757 ranked keywords and 15K+ social followers in seven months
- **Authored long-form sales copy and direct-response campaigns** generating \$500K+
- **Won 1st place, international media-buying competition** — \$5K budget, \$5 offer, 170+ orders, nearly doubling the runner-up

EARLIER EXPERIENCE

Media Buyer & CRO Specialist, EPC Empire • Affiliate Sales Manager & Trainer, Nutryst • Director of Training, GBMS Group • Sales Manager, Mattress Firm — *\$2.5M+ in face-to-face sales, where I learned persuasion in the trenches.*

CORE STRENGTHS

Direct Response Copywriting • Offer Creation & Positioning • Buyer Psychology • VSL & Long-Form Sales Copy • Email & Lifecycle Marketing • Conversion Rate Optimization • A/B & Multivariate Testing • Voice-of-Customer Research • Funnel Strategy & Architecture • Paid Media & Media Buying • Analytics & Attribution • AI-Assisted Copy Workflows

INDUSTRIES & CREDENTIALS

Industries: Financial Publishing • Health & Supplements • Subscription & Membership • eCommerce / DTC • B2B

Certifications & Tools: DigitalMarketer Certifications (Full Suite) • CRM & Marketing Automation Platforms • Analytics & Attribution • Paid Social & Media Buying • AI Marketing Tools & Workflows

The best way to evaluate a copywriter isn't a resume. Hand me one of your current controls — I'll write the challenger, and let the results decide.