

# TIM O'HALLORAN

## SENIOR COPYWRITER

### SUMMARY

Experienced senior copywriter with a demonstrated history of working in the retail & fitness industries. Skilled in Search Engine Optimization (SEO), Advertising, Film, Editing & Public Speaking.

### EXPERIENCE

**Senior Copywriter/SEO Content Lead** Sears Holdings Corp.

*May 2017–Present*

I work in a content creation/strategy role for our blogs & SEO copy to deliver a clear picture of our brand, drive organic SEO traffic and deliver our members information and content that can help make their lives better.

As the **SEO copy lead**, I consult with our technical SEO team to clean up the nitty-gritty aspects of copy to make sure search engines give us the best look. I manage the projects and create a healthy flow of tasks between the other writers on the team. I also run tests using my writing to increase click-through-rate and reduce bounce rate.

**Copywriter** Sears Holdings Corp.

*Jan. 2014–April 2017*

Crafted punchy product page copy, SEO optimization (keyword research, title and image tag optimization etc.), blog posts & build pages through Adobe CQ5.

I also wrote video scripts, created copy for the Sears homepage, various promotional banners as they're needed & even app games.

**Trainer/ Copywriter** Title Boxing Club

*Feb. 2018–Present*

I'm the copywriter for both the Lincoln Park & Wicker Park clubs. I create compelling copy that aids our sales team, as well as create useful content for our hundreds of members as they travel down the path of their fitness journey. On top of that, I'm also coaching 7 boxing classes per week, as well as train clients through 1-on-1 boxing workouts.

### SKILLS

- ✓ SEO
- ✓ Creative copy
- ✓ Content strategy
- ✓ Brand building
- ✓ Basic HTML
- ✓ Editing
- ✓ Research
- ✓ Microsoft Office Suite
- ✓ Adobe CQ5 & Photoshop

### ACHIEVEMENTS

Winner: Multiple Sears Star Awards  
2014-2018

SUNY Wide Film Festival Selection -  
2011

Brightedge SEO Certified

Dunked a Basketball Once - 2014

### EDUCATION

**M.F.A. Screen Writing**

DePaul University – Chicago

*Aug. 2012–Dec. 2014*

### CONTACT

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