

## CONTACT

720.451.9313  
jpullega@gmail.com

## PORTFOLIO

[www.pullegacopywriting.com](http://www.pullegacopywriting.com)

## EDUCATION

BA in Communication / Minor in Business  
University of Missouri-Columbia  
2011

## SKILLS

- Email. SMS. SEO/SEM writing
- Cross-functional branding
- Creative writing/thinking
- Technical writing
- Content planning/research
- Proofreading/grammar editing
- Interpersonal communication
- Team building
- Copy coaching
- Adaptability
- Project management
- Fast and effective production
- Data/audience analysis
- Leadership
- Computer knowledge (Slack, Drive, WordPress, Word, HubSpot)

# John Pullega

## COPYWRITER

## PROFILE

Copywriter, editor, and communications professional who writes actionable, inspiring copy that produces exceptional results

13 years of professional writing experience, including:

- Deep knowledge of brand voice, target personas, and marketing funnels
- Proven record of raising awareness and improving engagement
- Powerful interpersonal and presentation skills, both verbal and written
- Strong understanding of SEO/SEM principles

## PROFESSIONAL EXPERIENCE

### CONTENT WRITER

2-10 Home Buyers Warranty | Denver, CO | January 2020–Present

Writes and edits outward marketing copy, internal copy, and style guides. Conceptualizes and creates communications that are clear, concise, and consumable for home builders, real estate agents/brokers, homeowners, and internal employees

- Developed strategies and wrote all copy for 2-10 blogs, which have been responsible for 7% of all digital sales
- Produced excellent email engagement, averaging over 45% open rates and 10% clickthrough rates across four separate, sizable audiences
- Created personalized communications that consistently improved campaign performance using superior knowledge of A/B testing strategies
- Defined and formalized brand voice and tone, leading to consistent engagement and sales that have consistently increased since 2020

### COPYWRITER, EDITOR, MARKETING COORDINATOR

Business Enterprise Institute | Denver, CO | October 2016–January 2020

Wrote and edited all outward-facing copy, targeting current clients and prospects. Researched and implemented strategies that reduced sales cycles, increased brand awareness, and improved conversion rates

- Shortened sales cycle from 120+ days to 85 days through high-quality email content
- Improved marketing email campaign efficiency by 80%, sending fewer emails with higher engagement rates based on strong content
- Increased lead distribution by over 100% through powerful, actionable copy in forms of emails, blog posts, and landing pages

### EDITOR

Papercheck, LLC | Denver, CO | March 2015–October 2016

Proofread and edited academic, business, creative writing, and technical papers and documents

- Maintained comprehensive knowledge of all academic writing styles (e.g., AP, APA, Chicago)
- Produced a 4.8 of 5 rating from all clients, leading to more referrals for the company
- Worked independently to complete assignments under tight deadlines

### SALES REPRESENTATIVE

Ambius | Des Plaines, IL | May 2014–March 2015

Sold interior plants to businesses. Met sales goals consistently

### SALES REPRESENTATIVE

Republic Services | Mount Prospect, IL | May 2011–May 2014

Cold called clients as an Inside Sales Rep. Promoted to Outside Sales Rep in December 2012

- Sold largest account in division history (Fashion Outlets of Chicago) in 2013