

KYRA LOEW

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312-590-9507

Evanston, IL

HIGH-IMPACT & VALUE-DRIVEN

CONTENT MARKETING MANAGER & COPYWRITER

Pithy and versatile content manager with 4+ years of experience crafting customer-centric copy and executing digital marketing strategies spanning diverse B2B and B2C industries, including finance, automotive, clinical and commerce. Adept at go-to-market advertising, SEO-rich web copy, sales enablement, blogs, social media, and KPI analysis. Contributed to Chicago's fastest growing fintech startup and a leading global supplier.

EXPERIENCE

Mar 2023 – Oct 2023

Lead Copywriter

CoinFlip – Chicago, IL

Spearheaded key product line communications for world's largest crypto kiosk company, including benefits-driven digital ads, direct mail, feature articles, video scripts, landing pages, nurture campaigns, and newsletters, contributing to a 60% open rate and burgeoning Q3 transaction volume by over 20%. Coordinated with project management, design, compliance teams, and vendors to efficiently align brand positioning and scale assets across platforms.

Mar 2022 – Mar 2023

Content Marketing Specialist

MAT Holdings, Inc. – Long Grove, IL

Iterated upon a quarterly editorial calendar and interviewed industry subject matter to produce compelling and original deliverables tailored to different product touchpoints and target audiences, driving awareness, CTR, and engagement by 138%. Regularly analyzed digital performance metrics and shared recommendations for continuous campaign improvements.

Nov 2020 – Mar 2022

Freelance Copywriter, Sales Associate

Botanica CBD – Evanston, IL

Distilled complex research material into succinct, conversational articles. Presented informative product suggestions to promote customer confidence and revenue growth.

The KL Media – Carol Stream, IL

Crafted five unique landing pages and weekly blog posts for wedding photography startup, highlighting differentiators and generating leads.

Marie Parie Boutique – Evanston, IL

Proactively managed CRM and championed online and offline sales enablement with SEO-rich product features and social posts, raising organic engagement by 500%.

EDUCATION

- Sept 2015 – May 2019 **Bachelor of Arts**
Illinois Wesleyan University – Bloomington, IL
Major: English
Minor: Psychology
Magna Cum Laude
- Sept 2016 – May 2019 **Research Assistant, Student Publicist, Peer Writing Mentor**
Illinois Wesleyan University – Bloomington, IL
- Aug 2017– Dec 2017 **Marketing Intern**
The Artists Partnership – London, England

SKILLS

- DatoCMS
- Contentful
- Smartling
- Sprout Social
- Canva
- Google Ad Words
- SEMRush
- Ubersuggest
- Google Analytics
- Microsoft Suite/Excel
- Jira
- Monday.com
- Figma

CERTIFICATIONS

- Feb 2023 Advanced Google Ads
Feb 2023 PPC with Google Ads
Jan 2023 B2B Marketing on LinkedIn

INTERESTS

- Traveling and trying new foods
- Running and lifting at the gym
- Kayaking
- Beach volleyball