

# Chris Brunau

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## About Me

I'm a dynamic Copywriter with experience across marketing and journalism. I'm looking forward to using my skills to create engaging content as the Developer Content Writer at Salesforce.

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## Experience

### **DailyPay:** Lead Copywriter (March 2022-present)

- Research and write content to support marketing and branding campaigns to improve SEO ranking and drive revenue.
- Collaborate with internal stakeholders to identify key pieces of content to support campaigns and reach marketing goals.
- Build and oversee editorial calendar to improve content ranking and awareness.
- Work with leadership and various departments including sales, communications, and product to reach company initiatives.

### **Freelance:** Copywriter (2010-present)

- Work with clients to create content tailored to their needs to increase brand awareness and SEO ranking.

### **Ironpaper:** Content Specialist/Copywriter (2020-2022)

- Research and create content for clients to increase brand awareness, SEO ranking, and revenue.
- Build content strategies supported by multiple forms of content including eBooks, ads, emails, webpages, and PPC.
- Regularly meet with clients to maintain a successful relationship.

### **Datto:** Content Marketing Writer (2015-2020)

- Create and oversee the company-wide blog strategy including writing, editing, and managing SEO and analytics.
- Under my guidance, blog traffic increased over 1,700%, drove revenue, and contributed to Datto's growth as a thought leader.
- Work closely with multiple departments including creative services, the C-suite, and sales to build our content strategy.

### **The Hartford Courant:** Online Producer (2013-2015)

- Collaborate with reporters and editors to write articles on various topics for publication in both print and digital formats.
  - Track website analytics to gain insights and story ideas.
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## Education

**University of Connecticut:** B.A. in Journalism

