

Kent Bridgeman

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[Portfolio: https://kentbridgeman.journoportfolio.com/](https://kentbridgeman.journoportfolio.com/)

Social Impact Copywriter

Drives Growth through Compelling Brand Stories

Created critically acclaimed website and video content through collaboration and thorough planning.
Expedited content generation by establishing systems and templates.
Strategic planning and brainstorming grounded in marketing principles.
Highly-regulated industry experience, specifically Cannabis and Food.
Working knowledge of SEO and UX best practices.

Detail-oriented, Data-driven, Collaborative, Conceptual

Career Highlights

Digital storyteller who drives growth by crafting compelling narratives in marketing communications for mission-driven companies and nonprofits. Inspires action by leveraging concrete data to speak to readers' hopes and fears. Fosters meaningful conversations with end-users, clients, and teammates to build powerful relationships that stand the test of time.

Selected Accomplishments:

- **Leaf Trade:** Acclaimed website update, welcome video, and brand refresh through strategic planning, collaboration, and implementation.
- **DuPage Federation:** Ensured DuPage County's place in the highest Census Response rate by developing a set of talking points for historically "hard to count" populations for the 2020 US Census.
- **Tiffany Brooks Design:** Increased qualified inbound leads by 400% through a process of retargeting and rebranding to this woman-owned, BIPOC owned business.

Professional Experience

Bluestar Design Agency, Cleveland, OH

Copywriter, 2021 - Current

Blog posts, eBooks, and email capture reports for insurance, CPG, and nonprofit clients.

The Million Dollar Roundtable Blog, Park Ridge, IL

Blog Post Writer, 2019 - Current

High-performing blog posts on the topics of client relations, leadership, emotional intelligence, and communication.

- One of my best-performing articles was featured in the May/June 2021 print edition of the MDRT magazine.

Leaf Trade, Chicago, IL

Copywriter, 2020 – 2021

High-impact marketing collateral through a variety of channels and project types including case studies, video scripts, blog posts, articles, and some higher-level marketing strategy ideation.

- Lively video content scripted for the homepage welcome and other campaigns.
- Acclaimed website update and brand refresh through strategic planning, collaboration, and implementation.
- Ghost-written thought leadership posts in pillar blog SEO campaigns.

Professional Experience *(Continued)*

DuPage Federation on Human Services Reform, Lombard, IL

Content Writer, 2020 – 2020

Developed a set of talking points for historically “hard to count” populations for the 2020 US Census and implemented those talking points through a variety of channels, including a paper report, social media posts, and in-person training seminars.

- Updated channel strategy and adjusted messaging to cope with the onset of the COVID-19 virus.
- Provided messaging support and guidance for DuPage’s constituents, the various Human Services nonprofits of DuPage county.

Mindful Baking, Chicago, IL

Business Dev./Content Director, 2013 - 2018 (03/2013 - 09/2018)

Grew sales from \$10K per year to \$250K per year by generating a cohesive content plan and overseeing the execution of all aspects of marketing communications.

- Performed in-depth competitor reviews to check competitor activities and identify overlooked opportunities within ad placement, keyword use, and landing pages.

McGraw Hill, Chicago, IL

Video Script Writer, 2013 - 2016

Interviewed subject matter experts and compiled their comments into outlines and finalized scripts for a series of educational videos that serve as companion pieces for a McGraw Hill textbook about marketing.

- Scripted high-quality educational supplemental videos through research and interviews with subject matter experts.
- Ensured compelling storytelling and clarity of the educational concepts through revisions and collaboration.

Tiffany Brooks Interiors, Chicago, IL

Copywriter, 2014 - 2016

Increased qualified inbound leads by 400% through a process of retargeting and rebranding to this woman-owned, BIPOC owned business.

- Conducted market research to determine the ideal customer.
- Created brand guidelines to guide the repositioning effort.
- Wrote and revised web content for the rebranded website, based on the Brand guidelines.

Certifications

Certificate: Copywriting for SEO (2021, in progress), Online

Certificate: Marketing Strategy (2013), Cornell University - Ithaca, NY

Certificate: Editing (2011), Harold Washington College - Chicago, IL

Certificate: Business Writing (2011), Harold Washington College - Chicago, IL

Education

Writing Workshop - Taos Toolbox (2019)

Master of Arts: Film, (2008), Prague Film School - Prague, Czech Republic

Bachelor of Arts: Film, (2007), Santa Fe University of Art And Design - Santa Fe, NM

Technical/Software/Other Expertise

Content Creation: Adobe CS, Google Suite, Microsoft Office, Scrivener

Project Management: Asana, Monday.com, Trello, Slack, Notion