

Kent Bridgeman

Senior Copywriter & Editor

Award-winning, agency-experienced B2B copywriter specializing in complex industries

Greater Chicago Area

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Professional Summary

Senior Level B2B copywriter and editor with 15+ years of experience turning complex, highly technical information into clear, compelling marketing content. Proven track record of driving conversions, supporting lead-generation programs, and strengthening brand voice across web, blog, case study, and long-form content. Particularly strong in regulated and nuanced industries, including technology, manufacturing, healthcare, cannabis, nonprofit, and insurance.

Core Skills

- B2B Copywriting and Editing
- Content Strategy and Messaging
- SEO Copywriting
- AI Search (GEO/AEO)
- Web and Landing Page Copy
- Case Studies and Thought Leadership
- Content Marketing Programs
- Brand Voice and Style Guides
- Cross-functional Collaboration

Professional Experience

Blue Star Design

Copywriter & Editor

September 2023 – Present

- Write and edit website copy, blog content, reports, and eBooks for agency clients across technology, insurance, green packaging, and nonprofit sectors
- Translate complex client offerings into clear, conversion-focused messaging grounded in audience research and data
- Optimize content for both traditional search and AI-driven discovery by emphasizing clarity, entity context, and credibility
- Use AI to accelerate research, outlining, and revision while maintaining human editorial standards
- Edit content for clarity, consistency, and brand voice, reducing revision cycles and improving content quality
- Collaborate with designers, strategists, and account teams to align copy with campaign goals

Freelance

Content Writer & Digital Storyteller

December 2010 – October 2021

- Created impactful marketing communications for B2B companies and nonprofits, emphasizing clarity and emotional resonance. Developed narratives that addressed client concerns to drive action and enhance user-centered content. Fostered long-term client relationships through strategic collaboration and reliable execution.
- Select clients included:
 - **Blue Star Design:** Initially hired as a freelance copywriter and promoted to full-time, produced SEO-aligned marketing content, including blog posts and web copy, while supporting clients in building scalable content libraries for lead generation efforts (November 2021 – September 2023).
 - **Leaf Trade:** Created impactful case studies and educational blog and website content, positioning the brand as an industry leader in the cannabis technology marketplace (Dec 2020 – Jul 2021).
 - **Million Dollar Round Table (MDRT):** Authored high-performing blog content on leadership and client relations, with a featured article in the May/June 2021 issue of MDRT Magazine (Dec 2019 – May 2021).
 - **Tiffany Brooks Interiors:** Developed a comprehensive Brand Bible for a successful repositioning and increased website traffic by 4× shortly after launch (Mar 2014 – Mar 2016).
 - **Additional Clients:** Provided freelance services as a columnist for DIY MFA, video script writer for McGraw-Hill Education, and web copywriter/project manager for TBC The Rust Belt.

Awards

MarCom Awards — Platinum & Gold (2023–2025)

Wrote, edited, and contributed to multiple award-winning print and digital marketing projects recognized by one of the world's largest international creative competitions. Portfolio available on request.

Certifications

- **Semrush Academy**
 - SEO & Content Playbook for Agencies
 - Keyword Research
- **City Colleges of Chicago (Harold Washington College)**
 - Professional Writing & Editing
- **Cornell University** — Certificate, Marketing Strategy
- **Prague Film School** — Certificate, Directing & Screenwriting
- **Santa Fe University of Art and Design** — B.A., Moving Image Arts
- **City Colleges of Chicago (Harold Washington College)** — Professional Writing & Editing

Education