

EXPERIENCE**Red Olive***Freelance Copywriter*

2021–Present

Write web pages, blog posts, and summaries for various business clients, including law firms, building contractors, software companies and more.

- Wrote the [Left-Turn Car Accidents page for Henness & Haight](#) which **ranks first on Google for the terms “left-turn car accident lawyers in Las Vegas”** as of January 2023.
- Wrote this [“Retail Construction” blog post for Cook Builders](#) which has the **Google featured snippet in Utah for the terms “What Is Retail Construction?”** as of January 2023.
- Wrote about the [“Perfect Shot Placement for the Elk Anatomy” for West Canyon Ranch](#). This piece **ranks first on Google in Utah for the terms “shot placement on elk”** as of January 2023.

Vocal Lessons by John Dilley*Owner; Operator*

2020–Present

Teaching people to sing and handling everything involved with running a one-man business, including scheduling, budgeting, and marketing through the business website I created, vocallessons-jd.com.

- Created and continue to manage a [Facebook page](#), a Google Ad, and several Facebook Ad campaigns to promote the business—**Grew monthly website traffic from 39 visits in month one to 434 visits in month 14.**

Primary Residential Mortgage, Inc.*Creative Copywriter*

2020–2021

Wrote various customer-facing [blog posts](#), emails, [social posts](#), signs, postcards, and flyers to build customer relationships, recruit new team members, or get a direct consumer response about mortgage lending services for loan officers all over the United States. Contributed ideas in the creation of marketing campaigns and presentations. Wrote scripts of various lengths and tones for both [videos](#) and in-person presentations.

Clearlink*Content Strategist*

2019–2020

Analyzed user data to create content plans that attract users in each stage of the conversion funnel and helped them progress through it. Mapped users’ journeys to identify content gaps. Prioritized content production to fill gaps while expanding the userbase. Uploaded, quality-checked, and published finished content.

Copywriter

2012–2019

Pitched and created SEO friendly content, including sales copy, blog posts, tools, Geo-targeted pages, marketing materials, and commercial videos. Wrote for small, local business and national brands.

- Wrote the script for marketing videos, including HighSpeedInternet.com’s [Life is All About Connection](#).
- Pitched and led the development of an Internet speed recommendation tool which generated more than **1,000 unique page views per month** as of January of 2016. [Iterations of this tool](#) continue to rank and convert well.
- Researched and wrote channel lineups for XFINITY and Time Warner Cable on cableTV.com. Combined, these pages received over **28,000 unique page views per month** as of January of 2016.
- **Named Employee of the Month May 2014**—Nominated for Employee of the Year 2014.

Convalo Health - Los Angeles*Content Specialist*

2016–2017

Wrote and helped create daily blog posts, landing pages, and other content, including inspirational videos.

EDUCATION**University of Utah**

Bachelor of Science Degree in Mass Communication (Cum Laude)

2012

TECHNICAL PROFICIENCIES

- **Online Marketing:** WordPress, Google Analytics, Google Ads, Facebook Ads, and SEO principles
- **Multimedia Production:** Audacity, Adobe Audition, Final Cut Pro, NexGen, SCOTT Systems