

Summary

Proactive copywriter with proven ability to develop content that generates follow-through, specializing in presenting complex ideas in easily-digested formats. Happy to manage own workflow while juggling multiple projects. Unperturbed by tight deadlines with a penchant for boots-on-the-ground problem-solving. Comfortable solo or on a team. Avid brainstormer always looking to add value.

Experience

Insight Consulting Group, Chicago, IL 2015-Present

Medical Market Research firm

Market Research Consultant

- Improved solicitation response rates by 10% by revising template emails and faxes for all stages of the recruiting process
- Developed and presented PowerPoint on improving email communication
- Wrote SOPs for Recruitment department, accounting for reoccurring problems and edge cases
- Increased response rate of outreach messages by A/B testing copy
- Instantly adjust to shifting deadlines or research study requirements

RelakJoe Chicago, IL 2014-2016

Content Aggregation website targeting 16 to 40 year old male demographic

Part-Time Copywriter/WordPress Content Manager

- Ensured website design and copy appeared correct on mobile applications
- Developed/Edited blog-style articles in line with company voice
- Performed basic HTML on CMS (WordPress)
- Managed Content Calendar

Mystical Throne Entertainment, Chicago IL 2013-2014

Indie Role Playing Game publisher, specializing in original IPs in the Savage Worlds ruleset

Writer

- Wrote original adventure modules for monthly publications
- Guided original product ideas from conception, through design, to completion

Roleplayers Chronicle, Chicago IL 2012-2014

Role Playing Game publisher, news aggregate website

Writer

- Wrote second most popular review of Q1 2012
- Research and reviewed products with eye towards target audience

Education

University of California, Berkeley
Bachelor of Arts, Spanish Language and Literature

Berkeley, California