

David Ned

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Professional Overview

Results-driven, dynamic copywriter with 4 years of experience in crafting engaging web content for diverse industries, including technology and e-commerce. Proficient in applying SEO principles to maximize online exposure and drive traffic. Proven track record of producing quality content within tight timelines while maintaining consistency in brand voice and messaging.

Competencies

- Proven exceptional writing and editing skills
- Strong understanding of SEO and keyword optimization
- Experience with content management systems (WordPress, Shopify)

Proficient in content creation on social media

- Brand development and storytelling
- Analytics and performance tracking
- Collaborative team player

Professional Experience

Web Copywriter

- Develop and enhance the website content, blog posts, and product descriptions for a 40% increase in web traffic and a 25% increase in conversion rates.
- Create cohesive digital campaigns in cooperation with the marketing team by enhancing brand messaging and customer engagement.
- Keyword research and implementation of SEO best practices lead to improved search engine rankings on key product pages.

Content Writer

- Proactively created top-notch content for numerous clients, including articles, newsletters, and social media posts. Increased client retention by 30%.
- Assisted in developing content strategies tailored to client needs, leading to successful campaign launches and measurable results.
- Content edited and proofread for clarity and according to client specifications.

Education

- Bachelor of Arts in Communication
- Relevant Coursework: Digital Marketing, Public Relations, Creative Writing
Certifications - HubSpot Content Marketing Certification