**John Doe**

[Email] | [Phone] | [LinkedIn] | [Website]

Professional Summary

I am a creative and detail-oriented copywriter with over 5 years of experience crafting engaging and converting content on different platforms. I have previously worked for a variety of websites, social media and email campaigns focusing on persuasive texts relating to [specific types of business including but not limited to retail and technology]. I am skilled at creating narratives that reflect a brand’s values across all audiences.

**Skills**

* Copywriting for web, social media, and print.
* SEO-focused writing and keyword research.
* A/B testing and performance analysis for conversions.
* Expertise in tools like Google Analytics and WordPress.
* Project management and collaboration with creative teams.

**Professional Experience**

Copywriter | ABC Creative Agency

[Dates of Employment]

* Crafted high-impact ad copy, resulting in a 25% increase in click-through rates for key campaigns.
* Wrote blog posts and landing pages for clients across industries, generating an average site traffic increase of 15%.
* Collaborated with designers and marketers to produce cohesive brand messaging.

**Freelance Copywriter**

[Dates of Employment]

* Developed content for brands such as [Notable Clients], including email campaigns, product descriptions, and social media captions.
* Built strong client relationships by consistently delivering on-brand, deadline-driven content.
* Created SEO-focused blog posts that ranked on the first page of search results within six months.

**Education**

Bachelor of Arts in Journalism

[University Name] | [Graduation Year]

**Hobbies and Interests**

When I’m not crafting compelling copy, I enjoy exploring creative writing, photography, and staying updated on the latest marketing trends.

**Referees**

Available upon request