

Karl O. Utermohlen
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Houston, TX 77005
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EDUCATION

MFA-Creative Writing: Nonfiction, *University of Idaho*, Moscow, ID, May 2017.
BA-English W/ Writing, *Gettysburg College*, Gettysburg, PA, May 2012.
Episcopal High School, Alexandria, VA, June 2008.

RECENT WORK EXPERIENCE

Automation Anywhere (April 2020-Present) - Content Writer

- Create blog posts on RPA, automation topics.
- Write marketing web copy to promote brand.
- Optimize marketing copy for SEO.

UPRAiZAL (March 2020-July 2020) - Head of Content

- Create content strategy, blog posts.
- UX/UI copy for mobile app.
- Optimize web copy for SEO.
- Write landing pages for web and mobile to market software.

Bank Novo (July 2019-December 2019) - Marketing Copywriter/Editor

- Manage editorial calendar and blog posts.
- Write UI/UX copy for small business banking app.
- Create landing pages, company updates, and other marketing web copy.
- Conduct interviews and write articles on them.
- Run social media campaign and write social media copy to promote brand.
- Optimize marketing with SEO.
- Write email sales copy and run marketing campaign via email.
- Use MailChimp to run marketing newsletter to customers and prospective customers.

First Page Sage (February 2018-April 2019) - Marketing Copywriter

- Create/promote marketing blog posts on app development.
- Technical white papers on creating software and eBooks on SevenTablets products.
- Write landing pages on vital SevenTablets services.

RealAtom (August 2018-March 2019) - Copywriter

- Write about commercial real estate trends in U.S., new tech such as blockchain, and built technical documentation for CRE lending platform.
- Create landing page for web copy.

SKILLS

- Fluent in English and Spanish.
- Expert on AP, MLA, and Chicago style.
- Extensive knowledge of WordPress, Trello, Google Docs, SEO, and Microsoft Suite.

PORTFOLIO

- <https://karluter Mohlen.contently.com/>