



JEREMY HALE, COPYWRITER

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PROFILE

Detail-oriented Copywriter with proven experience delivering clear and compelling copy for the B2B and B2C industries. Research driven with a strong sense of brand identity and commercial know-how. Create engaging and highly targeted direct and indirect sales letters, email sequences, landing pages, and marketing campaigns. Specialist in A/B Testing, GitHub, Google Ad's, Google Analytics, Facebook Ads, Microsoft Office, and Yoast.

EMPLOYMENT HISTORY

FREELANCE COPYWRITER | JANUARY 2017 – PRESENT

- B2B and B2C copywriter specializing in writing for education, food and beverage, and the travel industries
- Accomplished marketing campaign strategist in SEO and social media advertising
- Proficient in direct mail and e-mail marketing strategies
- Sophisticated web page development and optimization to increase sales leads and member retention

CORPORATE TRAINER | UPROOTED CONSULTING | NOVEMBER 2016–JUNE 2017

- Facilitating the distribution of marketing materials for new products, generating leads, and acquiring sales
- Accountable for orchestrating an elite team, establishing office revenue standards every week averaging \$1000+ commission/person/week

CONFECTIONERY TECHNOLOGIST | MANE, INC. | FEBRUARY 2010-JANUARY 2013

- Independently expanded confection group sales 12%, and managed projects generating \$2.2M in total sales annually
- Collaborated with Nestle, Mars, Hershey, and Cadbury marketing groups to design and innovate products to incorporate into production
- Professional level taster for 5 different profiles in all major flavor categories

EDUCATION

Master of Arts in Education | 2019

- Jones International University, Colorado Springs, CO
- Skill Crush – Web Developer Certification | 2016
- HTML, CSS, Java, Python, Ruby on Rails, WordPress
- Bachelor of Science in Biological Sciences | 2009
- Bowling Green State University, Bowling Green, OH

SKILLS

EFFECTIVE
COMMUNICATOR

IMPROVEMENT DRIVEN

MEETS DEADLINES

MULTITASKER

SOCIAL MEDIA
MARKETING

TEAM-CENTRIC MINDSET

WEBSITE ANALYTICS

WEBSITE DEVELOPMENT

NON-MARKETING BACKGROUND

EDUCATION

6 YEARS TEACHING
EXPERIENCE BETWEEN
US, HONG KONG,
HUNGARY, AND KOREA

NONPROFIT

8 YEARS OF EXPERIENCE
WORKING WITH LOCAL
AND INTERNATIONAL
CHARITIES AND
NONPROFITS
GENERATING OVER
\$400,000 IN
DONATIONS

TRAVEL

VISITED OVER 20
COUNTRIES AND HAVE
LIVED ON 3 CONTINENTS