

**Karl O. Utermohlen**  
[karl.utermohlen@gmail.com](mailto:karl.utermohlen@gmail.com)

Houston, TX 77005  
(571) 232-1606

### **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://karltermohlen.contently.com/>