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| John Smith | | |
| Summary  Detail-oriented copywriter with over 5 years of experience in creating persuasive content for diverse industries. Strong ability to drive engagement and brand loyalty through targeted messaging and innovative campaigns.  Work Experience  **Copywriter Mar 2021 – Present**  ABC Media Group Big City, NY   * Crafted compelling copy for digital and print campaigns, contributing to a 25% increase in client sales. * Collaborated with designers and marketing teams to create cohesive branding across all platforms.   **Content Writer Jan 2018 – Feb 2021**  123 Digital Solutions Big City, NY   * Developed and executed content strategies that improved organic search rankings by 40%. * Produced high-quality articles and promotional content that enhanced brand visibility and audience reach.   Education Bachelor of Arts: English Jan 2017 *University of Big City**Big City, NY*  certifications   * Certified Content Marketer – Content Marketing Institute – 2020 | Contact  (987) 654-3210  john.smith@example.com  Big City, NY 10001  Skills  Copywriting  Content Strategy  SEO Optimization  Brand Development  Market Analysis  Creative Thinking  Project Management  Client Relations  Email Marketing |