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| John Smith |
| SummaryDetail-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.

EducationBachelor of Arts: English Jan 2017*University of Big City**Big City, NY*certifications* Certified Content Marketer – Content Marketing Institute – 2020
 | Contact(987) 654-3210john.smith@example.comBig City, NY 10001SkillsCopywritingContent StrategySEO OptimizationBrand DevelopmentMarket AnalysisCreative ThinkingProject ManagementClient RelationsEmail Marketing |