|  |  |  |
| --- | --- | --- |
| Emily Johnson | | |
| Summary  Results-driven senior copywriter with over 10 years of experience in creating and implementing content strategies for leading brands. Expertise in developing high-impact campaigns that resonate with target audiences and drive measurable results.  Work Experience  **Senior Copywriter Jan 2018 – Present**  Global Brand Agency Metropolis, IL   * Led a team of copywriters in developing multi-channel campaigns that increased client retention rates by 35%. * Implemented data-driven strategies that boosted content engagement across social media platforms by over 50%.   **Copywriter Jun 2012 – Dec 2017**  Creative Solutions Inc. Metropolis, IL   * Developed award-winning advertising copy for national campaigns, resulting in a 60% increase in brand recognition. * Collaborated with cross-functional teams to produce content that improved ROI by 45% for key clients.   Education Bachelor of Arts: Advertising Jan 2012 *University of Metropolis**Metropolis, IL*  certifications   * Certified Digital Marketing Professional – Digital Marketing Institute – 2021 | Contact  (555) 123-4567  emily.johnson@example.com  Metropolis, IL 60601  Skills  Strategic Copywriting  Content Marketing  Brand Storytelling  Market Research  Leadership  Cross-Functional Collaboration  Analytics  Digital Marketing  Mentorship |