|  |
| --- |
| Emily Johnson |
| SummaryResults-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.

EducationBachelor of Arts: Advertising Jan 2012*University of Metropolis**Metropolis, IL*certifications* Certified Digital Marketing Professional – Digital Marketing Institute – 2021
 | Contact(555) 123-4567emily.johnson@example.comMetropolis, IL 60601SkillsStrategic CopywritingContent MarketingBrand StorytellingMarket ResearchLeadershipCross-Functional CollaborationAnalyticsDigital MarketingMentorship |