



# Sophia Evans

A junior copywriter with a year of experience in content creation and copywriting for digital marketing and branding campaigns. Focused on creating compelling content that increases engagement and supports business objectives.

## CONTACT

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## EDUCATION

BA in English Literature  
University of Chicago, Chicago, IL  
March 2021

## KEY SKILLS

- Content creation
- SEO copywriting
- Editing and proofreading
- Social media marketing

## PROFESSIONAL EXPERIENCE

### Junior Copywriter | June 2021 - Present

ClearView Digital, Chicago, IL

- Created copy for client websites, blogs, and product descriptions, contributing to a 12% increase in website traffic
- Assisted senior copywriters in developing email campaigns, resulting in a 10% increase in customer click-through rates
- Collaborated with design and marketing teams to ensure content aligned with brand guidelines and marketing objectives

### Content Intern | January 2021 - May 2021

Bright Ideas Marketing, Chicago, IL

- Wrote articles and social media posts for various clients, increasing engagement rates by 15%
- Assisted in editing and proofreading blog posts, newsletters, and online ads
- Conducted research to inform content strategy and SEO best practices