



David Lee

An experienced marketing copywriter with over 4 years of writing digital and print content that drives brand awareness and customer engagement. Skilled in SEO, email marketing, and crafting compelling calls-to-action to maximize conversions and drive results.

CONTACT

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KEY SKILLS

- SEO and SEM
- Email marketing
- Copywriting for web and print
- Content management systems (WordPress, Drupal)

PROFESSIONAL EXPERIENCE

Marketing Copywriter | SmartTech Solutions, San Francisco, CA
March 2020 - Present

- Write copy for email campaigns, landing pages, and digital ads, leading to a 25% increase in click-through rates
- Collaborated with marketing and design teams to develop content that aligns with branding and messaging
- Conducted keyword research and optimized content to improve organic search rankings, resulting in a 30% increase in traffic

Junior Marketing Copywriter | Innovate Digital, San Francisco, CA
August 2018 - March 2020

- Assisted in creating marketing materials for email and social media campaigns, achieving a 15% increase in social media engagement
- Developed product descriptions, sales copy, and press releases to improve customer understanding and conversions
- Managed and updated website content, improving SEO rankings and site traffic by 20%

EDUCATION

BA in Marketing
University of California, Berkeley, CA | May 2018