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Charlotte Lee

CONTACT



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LinkedIn | Portfolio



Chicago, IL 60602

EDUCATION

Bachelor of Arts (B.A.) in Digital Marketing | University of Chicago, Chicago, IL | May 2017

KEY SKILLS

- Digital advertising copy
- SEO optimization
- Social media content creation
- Content strategy

ABOUT ME

A digital copywriter with 4 years of experience creating high-converting digital ads, email copy, and website content for brands in retail and tech industries. Proven ability to tailor content to audiences and optimize for SEO.

PROFESSIONAL EXPERIENCE

DIGITAL COPYWRITER | TRENDTECH DIGITAL, CHICAGO, IL
MAY 2019 - PRESENT

- Write digital ad copy, email campaigns, and website content that lead to a 15% increase in conversion rates
- Conduct SEO keyword research and content optimization, resulting in a 25% increase in organic traffic
- Collaborate with marketing teams to align messaging across digital platforms

JUNIOR DIGITAL COPYWRITER | WEBVANTAGE, CHICAGO, IL
JUNE 2017 - MAY 2019

- Assisted in writing content for websites, landing pages, and email campaigns, boosting engagement by 20%
- Optimized content for SEO, improving search rankings for multiple clients
- Helped craft social media content and ad copy, which contributed to a 12% increase in clicks