





Aidan Brooks

A senior copywriter with over 8 years of experience in developing high-quality, impactful content for major brands. Expertise in long-form content, digital campaigns, and copywriting for both B2B and B2C markets. A strong track record of leading creative projects that drive customer engagement and increase sales.

CONTACT

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KEY SKILLS

- Copywriting and content strategy
- SEO and content optimization
- Team leadership
- Editorial management

PROFESSIONAL EXPERIENCE

January 2016 - Present

Senior Copywriter, Creative Agency NYC | New York, NY

- Developed and executed copy for print, digital, and social media campaigns, increasing engagement by 30%
- Led a team of junior copywriters and collaborated with design and marketing teams to produce award-winning campaigns
- Managed editorial calendar and content production process, ensuring timely delivery and high-quality results

August 2013 - December 2015

Senior Copywriter, Creative Agency NYC | New York, NY

- Created compelling B2B and B2C marketing copy for email campaigns, landing pages, and blogs, resulting in a 15% increase in sales
- Worked closely with the SEO team to optimize content for search engines, driving organic traffic growth of 25%
- Edited and proofread content for consistency, style, and grammar across various media platforms

EDUCATION

MA in Journalism

New York University, New York, NY | May 2013

BA in English

University of Michigan, Ann Arbor, MI | May 2010