



# Avery Mitchell

## ABOUT ME

A self-motivated freelance copywriter with 3 years of experience writing compelling copy for a wide range of industries, including tech, finance, and health. Skilled in SEO, content marketing, and creating persuasive copy that drives conversions.

## PROFESSIONAL EXPERIENCE

### Freelance Copywriter

Self-Employed, San Diego, CA | June 2018 - Present

- Write content for websites, blogs, and email campaigns, leading to increased client traffic and engagement
- Develop SEO strategies for clients, boosting their organic search rankings by 25%
- Collaborate with designers and marketers to ensure consistent branding across content

### Content Writer

HealthTech Innovations, San Diego, CA | January 2017 - June 2018

- Wrote SEO-optimized content for blogs and product descriptions, increasing site traffic by 30%
- Developed content for email marketing campaigns, resulting in a 15% increase in click-through rates
- Worked with the marketing team to align content with overall brand messaging

## CONTACT



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LinkedIn | Portfolio



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## EDUCATION

### BA in English Literature in Digital Marketing

University of California, San Diego,  
CA  
May 2017

## KEY SKILLS

- Freelance content writing
- SEO copywriting
- Research and writing
- Time management