



Samantha Powell

CONTACT



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LinkedIn | Portfolio



Los Angeles, CA 90001

EDUCATION

BA in Digital Media

University of California, Los Angeles, CA
May 2016

KEY SKILLS

- SEO and content optimization
- Social media copywriting
- Email marketing
- WordPress
- Google Analytics

ABOUT ME

A digital copywriter with 6 years of experience specializing in crafting content for digital platforms. Adept at creating engaging, SEO-optimized copy that attracts and converts customers, while maintaining brand consistency across all online channels.

PROFESSIONAL EXPERIENCE

Digital Copywriter | January 2020 - Present
ClickTech Digital, Los Angeles, CA

- Write and optimize web copy, email campaigns, and blog posts for clients in e-commerce and tech industries, resulting in a 25% increase in traffic
- Conduct keyword research and on-page SEO, contributing to a 20% rise in organic search rankings for clients
- Collaborate with the marketing team to develop content that aligns with overarching digital strategies, increasing conversion rates by 10%

Content Specialist | June 2016 - December 2019
BrightDigital Solutions, Los Angeles, CA

- Developed web and social media content, boosting engagement rates by 30% across platforms
- Wrote persuasive copy for landing pages that helped clients achieve a 15% increase in lead generation
- Produced email marketing content with a 22% open rate and a 17% click-through rate