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Marcus King

A dynamic marketing copywriter with 4 years of experience in crafting persuasive copy for marketing campaigns across digital and print mediums. Skilled in targeting specific customer demographics and creating compelling calls-to-action that drive conversions.

CONTACT



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LinkedIn | Portfolio



Chicago, IL 60601

EDUCATION

- **BA IN MARKETING COMMUNICATIONS** | DEPAUL UNIVERSITY, CHICAGO, IL | MAY 2018

KEY SKILLS

- SEO writing
- Content marketing strategy
- Copywriting for ads and brochures
- Social media content
- Adobe Creative Suite

PROFESSIONAL EXPERIENCE

MARKETING COPYWRITER | BRANDBOOSTERS, CHICAGO, IL | JUNE 2019 - PRESENT

- Developed ad copy, email campaigns, and website content for B2B and B2C clients, resulting in a 15% increase in customer acquisition rates
- Worked closely with the marketing team to create content that aligns with campaign objectives, leading to a 10% increase in ad campaign effectiveness
- Created monthly newsletters, boosting engagement by 20% through personalized content strategies

CONTENT WRITER | MARKETABLE SOLUTIONS, CHICAGO, IL | JULY 2018 - JUNE 2019

- Wrote blog posts, email campaigns, and promotional materials for clients, leading to a 25% increase in social media engagement
- Conducted research on market trends to ensure all content was relevant and aligned with client goals
- Produced persuasive product descriptions and sales copy that contributed to a 15% increase in online sales