



Carlos Gonzalez

A versatile freelance copywriter with 4 years of experience delivering creative content for digital marketing campaigns, websites, and social media. Proven ability to adapt to diverse client needs, delivering high-quality work on time and exceeding expectations.

CONTACT



(123) 456-7890



carlosgonzalez@example.com



LinkedIn | Portfolio



New York, NY 10001

EDUCATION

BA in Journalism
New York University, New York

KEY SKILLS

- Creative writing
- SEO and SEM
- Brand voice development
- Social media copywriting
- Content strategy

PROFESSIONAL EXPERIENCE

- **Freelance Copywriter, Self-Employed, New York, NY**
January 2019 – Present
 - Developed engaging content for blogs, websites, and email campaigns, achieving an average engagement rate increase of 20%
 - Collaborated with clients to define brand tone and messaging, ensuring consistency across all marketing channels
 - Conducted SEO audits and implemented keyword strategies to increase organic search traffic by 30% for multiple clients
- **Content Writer, TechWorld Digital Marketing, New York, NY**
June 2018 – December 2018
 - Wrote copy for tech blogs, email newsletters, and product descriptions, improving user engagement by 15%
 - Worked closely with the SEO team to optimize content for search engines, resulting in a 25% increase in web traffic
 - Developed content that supported brand campaigns, leading to a 10% increase in product sales for clients