



# Ava Thompson

## Social Media Copywriter

Social media copywriter with two years of experience producing engaging copy and storytelling content that drives audience action.

### CONTACT

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 LinkedIn | Portfolio

 Philadelphia, PA 19103

### KEY SKILLS

- Copywriting
- A/B testing
- Campaign messaging
- Editorial planning
- Proofreading

### EDUCATION

Bachelor of Arts (B.A.) English  
Temple University, Philadelphia, PA  
May 2020

### PROFESSIONAL EXPERIENCE

#### Social Media Copywriter | May 2022 - Present

WordSmith Agency, Philadelphia, PA

- Crafted 100+ captions and ad copy pieces monthly, improving CTR by 15%
- Collaborated with designers to develop cohesive campaign messaging
- Conducted A/B testing on headlines, identifying top-performing copy variations

#### Content Writer | January 2021 - April 2022

NewsNow, Philadelphia, PA

- Wrote news summaries and social teasers, increasing social referrals by 12%
- Managed editorial calendar and coordinated with video teams for multimedia posts
- Edited and proofread content to ensure brand voice consistency