Resume

Personal details

Name	**Petra Coyle**
Address	**5514 Camp Rd, Lavalette, West Virginia (WV) 25535**
Phone number	**(681) 204 7100**
Email	**example@cvmaker.com**
LinkedIn	**https://www.linkedin.com/in/petra-coyle**

Profile

An experienced marketing copywriter with extensive knowledge of SEO best practices and social media marketing. Improved web traffic by 125% in 12 months and saw a 6% increase in conversions. Skilled in implementing copy optimized for search engine results while keeping true to the client's unique voice.

Work Experience

Jun 2018 - Sep 2023

Marketing Copywriter

WordsRUs, Charlotte, NC

- Created written marketing copy, including emails, social media posts, and text messages.
- Edited copy to ensure clarity in the message.
- Developed marketing plans and content schedules to meet the company's needs.

Sep 2013 - May 2018

Freelance Copywriter

Your Ideas My Words LLC, Charlotte, NC

- Wrote various copy for the retail niche - product descriptions, landing pages, emailed newsletters, social media ads, etc.
- Practiced SEO best practices to ensure copy landed on the first page of search engines.
- Worked closely with clients to keep their true brand voice through all copy.

Education and Qualifications

Aug 2009 - May 2013

Bachelor in Journalism

University of North Carolina, Charlotte, NC

Skills

- **Copywriting**
- **SEO**
- **Social Media Marketing**
- **Editing**
- **Email Marketing**