Personal details

Name
Mandy Right

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Charlotte, NC, 28105

Phone number
123-456-7890

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LinkedIn
https://www.linkedin.com/in/mandy-r

Skills

- Marketing copywriting
- SEO content writing
- Email marketing
- Social media content
- Editing and proofreading
- Brand voice development
- Content planning
- WordPress publishing

Mandy Right

Marketing copywriter experienced in SEO, email campaigns, social media content, and brand storytelling. Increased web traffic by 125% over 12 months and improved conversions by 6% through optimized content. Skilled in translating marketing briefs into clear, persuasive copy while maintaining each client's voice. Combines writing and editing skills with content planning and WordPress experience.

Work Experience

Marketing Copywriter
Jun 2018 - Sep 2023

WordsRUs, Charlotte, NC

- Created marketing copy for email campaigns, social media posts, and text messages, adapting the tone and format to each channel.
- Edited and proofread content for clarity, consistency, grammar, and alignment with brand guidelines.
- Developed marketing plans and content schedules to support company priorities and campaign deadlines.
- Applied SEO principles to improve content relevance, readability, and search visibility.
- Collaborated with colleagues to turn campaign briefs into clear messages and calls to action.
- Updated existing content to reflect changes in products, promotions, and audience needs.

Freelance Copywriter
Sep 2013 - May 2018

Your Ideas My Words LLC, Charlotte, NC

- Wrote retail-focused product descriptions, landing pages, email newsletters, and social media advertisements.
- Used keyword research and on-page SEO techniques to support organic search performance.
- Worked closely with clients to understand their audiences, products, and brand voice before drafting copy.
- Presented drafts, incorporated feedback, and refined messaging to meet project objectives.
- Managed multiple assignments, balancing client communication, revisions, and delivery deadlines.

Education

Bachelor in Journalism
Aug 2009 - May 2013

University of North Carolina, Charlotte, NC

References

Lauren Mitchell
Marketing Director | WordsRUs

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Andrew Hayes
Client Services Manager | Your Ideas My Words LLC

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