

# Jessica Buck

## Senior Copywriter/ Editor

Dynamic marketing professional with an expertise in digital content creation, copywriting, editing and analysis to develop marketing strategies and identify new opportunities for growth.

### PROFESSIONAL EXPERIENCE

#### Copywriting

- Utilize strong storytelling skills to craft compelling narratives to drive engagement with target audiences in various formats across various platforms, resulting in a 12% increase in blog views and 20% increase in social following/engagement.
- Translate complex topics into easy-to-understand language suitable for general audiences, including CEO copyediting & talent features
- Manage multiple deadlines simultaneously while ensuring quality standards were met or exceeded. (i.e. 3-6 targeted emails per month, 2-3 social & Google ad campaigns for 2+ brand identities)
- Collaborate with creative team leaders to facilitate evolution of brand voice and messaging across media formats.

#### Editorial Management

- Edit existing copy to improve clarity and ensure accuracy of grammar, spelling and style while maintaining the intended tone and message of the original text.
- Research industry trends and competitor strategies to inform creative direction.
- Analyze web analytics data to identify areas of improvement in website performance.
- Develop and manage editorial calendar and freelancers, outlining deadlines and publishing dates for all content pieces.

#### Digital Marketing Strategy & Execution

- Develop and implement robust digital marketing strategies for optimizing website content, SEO, email marketing campaigns, and social media initiatives, resulting in 10% increase in leads, 27% open rate and 9% email CTR, as well as a 6.5% CTR for Google Ads.
- Demonstrated strong project management skills by overseeing multiple concurrent projects from concept to completion.
- Analyze consumer data to identify new opportunities for growth and develop targeted content that resonates with audiences.
- Stay up-to-date with industry trends and best practices, resulting in a 10% increase in targeted leads following a sustainability campaign, for example.

ATLANTA, GA | DALLAS, TX

3109448148

JLBuckk@gmail.com

[www.JLBwork.me](http://www.JLBwork.me)

### JOB HISTORY

#### SELF-EMPLOYED

*Freelance Copywriter/Editor*

JAN 2015 - Present

#### BAY CITIES PACKAGING & DESIGN

*Senior Marketing Manager,  
Content & Research*

FEB 2022 - PRESENT

#### NAVER BAND, INC.

*Senior Content Creator*

APR 2020 - FEB 2022

### KEY SKILLS

- ★ Research & Analysis
- ★ Online Content Creation
- ★ Email Campaigns
- ★ SEO Optimization
- ★ Landing Page/Web Copy
- ★ Ad Scripts
- ★ Strategic Planning
- ★ Social Media Advertising
- ★ Multi-Channel Marketing Management

### PROFICIENCIES

- ★ Google Ads/Analytics
- ★ HubSpot | MailChimp | Constant Contact
- ★ Squarespace | Wordpress
- ★ Salesforce | Asana
- ★ Canva
- ★ Microsoft Office | Google Docs

### EDUCATION

CLARK ATLANTA UNIVERSITY  
*Atlanta, GA - 2011*

MASS MEDIA COMM  
PRINT JOURNALISM

