

Monica Coscia

Junior Copywriter

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☎ (526) 273-2784

📍 123 Maple Street, Nashville,
TN 37211

Education

**Bachelor of Arts in English
or Communications at
University of Tennessee,
Knoxville, TN**

Aug 2018 - May 2022

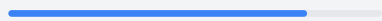
Relevant Coursework: Literary
Analysis, Creative Writing,
Media Studies, Public
Speaking, Technical Writing,
Digital Communications,
Linguistics, and Intercultural
Communication.

Links

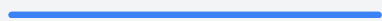
[linkedin.com/in/monicacoscia](https://www.linkedin.com/in/monicacoscia)

Skills

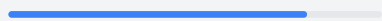
SEO Optimization



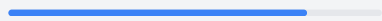
WordPress proficiency



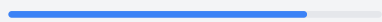
Google Analytics



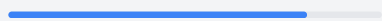
MailChimp expertise



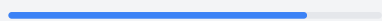
Adobe InDesign



Social Media Management

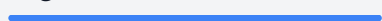


Content Strategy

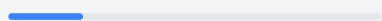


Languages

English



Japanese



Hobbies

Profile

Dedicated Junior Copywriter with a year of experience crafting persuasive, engaging, and creative content for various industries. Adept at working closely with marketing teams to deliver impactful brand messaging. Proven ability to quickly adapt to new topics and industries, conduct thorough research, and meet tight deadlines. Strong interpersonal and communication skills, with a passion for storytelling and driving results.

Employment History

Junior Copywriter at VMLY&R, TN

Mar 2023 - Present

- Developed and executed a successful social media campaign for a major client, resulting in a 30% increase in engagement and a 20% increase in followers within three months.
- Collaborated with the creative team to produce a multi-platform advertising campaign that increased brand awareness by 25% and generated a 15% increase in sales for a leading consumer product.
- Streamlined the copywriting process for the agency, reducing project turnaround time by 40% and increasing overall team productivity by 20%.
- Authored and edited a series of blog posts for a client's website, which contributed to a 50% increase in organic search traffic and a 10% increase in conversion rate over six months.

Copywriting Intern at The Tombras Group, TN

Sep 2022 - Feb 2023

- Successfully increased client engagement by 35% through the creation and implementation of innovative copywriting strategies for various digital marketing campaigns.
- Developed and executed a highly effective email marketing campaign for a major client, resulting in a 25% increase in open rates and a 15% boost in click-through rates over a three-month period.
- Played a key role in the launch of a new product line for a top client, contributing to a 20% increase in sales within the first month of the campaign through compelling and persuasive copywriting.
- Collaborated with the creative team to revamp the website content for a prominent client, leading to a 30% improvement in overall user experience and a 10% increase in organic search traffic.

Certificates

American Writers and Artists Inc. (AWAI) Copywriting Certificate

Oct 2021

HubSpot Content Marketing Certification

Nov 2019