

Mark Tjossem

Marketing Copywriter

Profile

Dedicated Marketing Copywriter with 1 year of experience in crafting compelling content that drives brand engagement and conversion. Proficient in creating persuasive copy for various digital platforms, skilled in SEO optimization, and adept at collaborating with cross-functional teams to achieve marketing goals. Demonstrates strong creativity, adaptability, and attention to detail, ensuring impactful and results-driven marketing campaigns.

Employment History

Senior Marketing Copywriter at Big Leap, UT

Apr 2023 - Present

- Successfully spearheaded a rebranding campaign for a major client, resulting in a 25% increase in brand awareness and a 15% boost in sales within six months.
- Developed and executed a comprehensive content marketing strategy for a new product launch, generating over 40,000 leads and contributing to a 35% growth in revenue in the first quarter.
- Created persuasive email marketing campaigns that led to a 60% increase in open rates and a 45% improvement in click-through rates, driving a 30% uplift in overall customer engagement.

Marketing Copywriter at Avalanche Creative, UT

Jul 2022 - Feb 2023

- Increased organic traffic by 45% within six months by implementing targeted SEO strategies and creating engaging, keyword-rich content for Avalanche Creative's website and blog.
- Boosted conversion rates by 30% through the development and implementation of persuasive copy for email marketing campaigns, leading to a significant increase in new client acquisitions and overall revenue.
- Streamlined content creation processes, resulting in a 25% reduction in project turnaround time, allowing the marketing team to execute campaigns more efficiently and meet tight deadlines.
- Successfully managed a team of freelance copywriters, leading to a 40% increase in content output while maintaining high-quality standards and adhering to brand guidelines.

Certificates

American Writers and Artists Inc. (AWAI) Copywriting Certification

Jun 2022

HubSpot Inbound Marketing Certification

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📍 123 Maple Street, Salt Lake City, UT 84101

Education

Bachelor of Arts in Marketing and Communications at University of Utah, Salt Lake City, UT

Aug 2017 - May 2022

Relevant Coursework: Marketing Strategies, Consumer Behavior, Public Relations, Digital Marketing, Advertising, Brand Management, Social Media, Market Research, Integrated Marketing Communications, and Media Planning.

Links

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

Skills

SEO Optimization

Google Analytics

Social Media Management

Email Campaigns

A/B Testing

Content Strategy

Conversion Rate Optimization

Languages

English

Hindi