

Valerie Galloway

Copywriter

✉ valerie.galloway@gmail.com
☎ (266) 700-7400
📍 123 Main St, Wichita, KS 67202

EDUCATION

Bachelor of Arts in English and Creative Writing at University of Kansas, Lawrence, KS

Aug 2018 - May 2022
Relevant Coursework: Literary Analysis, Creative Writing Workshops, British and American Literature, Shakespeare, Contemporary Fiction, Poetry, Screenwriting, Nonfiction Writing, Editing and Publishing, Postcolonial Literature, and Literary Theory.

LINKS

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

SKILLS

- SEO Optimization
- Persuasive Writing
- Content Strategy
- Google Analytics
- A/B Testing
- Social Media Promotion
- Email Marketing

LANGUAGES

- English
- Spanish

HOBBIES

- Creative writing
- Photography

PROFILE

Dedicated Copywriter with 1 year of experience in crafting compelling content to drive brand engagement and increase sales. Exceptional skills in copy editing, proofreading, and adapting to various writing styles. Proficient in SEO optimization, social media campaigns, and client collaboration. Demonstrates a strong commitment to creativity and continuous growth in the fast-paced marketing industry.

EMPLOYMENT HISTORY

● Senior Copywriter at River City Studio, KS

Jan 2023 - Present

- Increased email conversion rate by 25% for a major client by revamping their email marketing strategy and creating engaging, targeted content.
- Boosted organic website traffic by 40% for River City Studio's own website through the implementation of an effective SEO strategy and crafting high-quality blog articles.
- Developed and executed a successful social media campaign for a local nonprofit organization that resulted in a 35% increase in donations and event attendance during the campaign period.

● Junior Copywriter at Keyhole Content, KS

Jul 2022 - Nov 2022

- Successfully increased organic website traffic by 35% within six months for a major client through the creation of engaging, SEO-optimized content, resulting in a significant boost in lead generation and conversions.
- Spearheaded the revamp of Keyhole Content's in-house blog, which led to a 50% increase in average monthly page views and a 20% growth in newsletter subscribers over the course of one year.
- Collaborated with the design team on a social media campaign for a local business, creating compelling copy that garnered a 40% increase in engagement and a 25% uptick in followers within three months.

CERTIFICATES

American Writers and Artists Inc. (AWAI) Copywriting Certificate

Feb 2022

HubSpot Inbound Marketing Certification

Apr 2020

MEMBERSHIPS

American Writers and Artists Institute (AWAI)

Professional Writers Alliance (PWA)