

Tavionna Mcneary

Copywriter

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📍 1234 Elm Street, New York, NY
10001

Education

Bachelor of Arts in English at University of North Dakota

Sep 2015 - May 2019

I have learned how to effectively communicate using the English language in both written and verbal form.

Links

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

Skills

Writing

Editing

Proofreading

Researching

Creativity

Time management

Languages

English

Arabic

Hobbies

Reading

Crafting

Organizing

Profile

I am a copywriter with over three years of experience crafting content that engages and informs my readers. I have a keen eye for detail and a knack for finding the most interesting stories to share, which makes me an excellent candidate for any writing position. I am also comfortable working with clients to ensure that their vision is accurately represented in my work.

Employment History

Senior Copywriter at North Dakota State University, ND

May 2022 - Present

- Wrote and designed successful ad campaigns for various clients that resulted in increased sales or ROI.
- Ideated, wrote, and edited copy for web pages, landing pages, email marketing campaigns, social media posts/ads, etc. that drove conversions.
- Led a team of junior copywriters to produce high-quality work on tight deadlines.
- Researched target audiences to develop messaging that resonated with them.
- Wrote compelling case studies highlighting the successes of past projects.

Copywriter at University of North Dakota, ND

Jul 2019 - Mar 2022

- Wrote and published an article that received 1,000 views in the first week.
- Wrote a blog post that was shared 500 times on social media.
- Created an advertising campaign that generated \$100,000 in sales.
- Wrote copy for a website that increased conversion rates by 20%.
- Authored a white paper that was downloaded 2,000 times in the first month.
- Developed messaging for a new product launch which resulted in 30% more sales.

Certificates

Certified Professional Copywriter (CPC)

May 2021

Certified Advanced Copywriter (CAC)

Aug 2019

Memberships

American Copy Editors Society

American Society of Journalists and Authors