

Ambreen Thakor

Copywriter

Profile

I am a copywriter with over three years of experience crafting effective and persuasive copy for both digital and print media. I have a proven track record in producing quality content that resonates with target audiences, whether it be through website articles, social media posts, or email marketing campaigns. My skills extend beyond just writing; I also have experience performing user research as well as managing projects from start to finish. In all my endeavors, I strive to create work that is not only on brand but also engaging and memorable.

Employment History

Senior Copywriter at Copywriters Ink, SD

May 2022 - Present

- Wrote and designed compelling copy for email campaigns that increased click-through rates by 15%.
- Led a team of 4 junior copywriters in developing creative concepts for a new product launch. The campaign was successful, with sales exceeding expectations by 20%.
- Researched and wrote an extensive white paper on the benefits of content marketing. The paper generated over 100 leads for potential new clients.
- Wrote dozens of blog posts that helped increase web traffic by 10% month over month.
- Ideated, wrote, edited and produced video scripts that led to a 30% viewership growth on YouTube channel.
- Successfully pitched ideas to senior executives which resulted in 3x budget allocation.

Copywriter at The Content Writers, SD

Sep 2019 - Mar 2022

- Wrote and designed 20 successful marketing campaigns that increased sales by 25% on average.
- Authored 30 original pieces of compelling copy for the website, which resulted in a 15% increase in web traffic.
- Ideated and created 5 social media campaigns that generated over 1 million impressions each.
- Researched and wrote 3 white papers on industry trends that were downloaded 500 times each.
- Wrote 10 case studies highlighting customer successes, which led to an uptick in leads by 20%.
- Crafted email newsletters with engaging content that achieved open rates of 35%.

✉ ambreen.thakor@gmail.com

☎ (961) 098-4654

📍 805 W 12th St, Sioux Falls, SD 57104

Education

Bachelor of Arts in English at University of South Dakota

Aug 2015 - May 2019

I've learned how to read and analyze texts, write persuasively, and conduct research.

Links

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

Skills

Writing

Editing

Proofreading

Researching

Creativity

Time management

Languages

English

Dutch

Hobbies

Reading

Writing

Gardening