

# KELVIN WILLIAMS

## COPYWRITER



### PROFILE

I am an Experienced copywriter with a passion for creating compelling and persuasive content. Skilled in crafting copy for a variety of mediums including print, digital, and social media. Possess a proven track record of delivering effective messaging that drives engagement and conversion.

### EDUCATION

**Still Studying Digital marketing in BYU Idaho University online.**

April 2022 - Present. - Concentration in Creative Writing - Social media marketing, Email marketing.

HubSpot Inbound Marketing Certification, 2020 - Google Analytics Certification, 2019. - Email marketing/Copywriting, 2018.

**-Email marketing Course**

January 2018- March 2018

### LANGUAGES

English - Native  
French - Intermediate

### CONTACT

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 Keljituboh999@gmail.com

### WORK EXPERIENCE

**Freelance : July 2022 - December 2022.**

July 2022 - December 2022. - Developed messaging strategies and wrote copy for a variety of clients in various industries including healthcare, finance, and education - Managed multiple projects simultaneously while maintaining consistent communication with clients - Collaborated with graphic designers and web developers to ensure cohesive branding across all marketing materials

**Copywriter, Royalty Marketing Agency jan 2023-present**

- Collaborate with clients to develop messaging strategies and creative concepts - Write and edit copy for a range of marketing materials including website content, email campaigns, and social media posts - Conduct research to ensure accurate and compelling messaging - Manage multiple projects simultaneously while meeting tight deadlines - Work closely with designers and other team members to ensure cohesive brand messaging

### SKILLS

Strong writing and editing skills - Knowledge of SEO best practices - Experience with content management systems such as WordPress - Familiarity with social media platforms and their respective best practices - Ability to work collaboratively in a team environment - Excellent time management and project management skills - Expert in Klaviyo.