

Brennan Hobbs

PORTFOLIO: brennanhobbs.com

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PROFILE

Copywriter with SEO expertise. Experienced writing for blogs, webpages, email, and more. Seeking remote role with opportunity to learn new skills.

EXPERIENCE

Affinity Development Group, San Diego, CA — *Copywriter*

JANUARY 2022 - PRESENT

- Write copy for emails, webpages, print items, digital ads, and more to promote Costco Auto Program's limited-time specials
- Conduct keyword research, create editorial calendar, and write articles for company website
- Collaborate with multiple departments to ensure messaging is consistent across all channels
- Proofread and edit the work of graphic designers and web developers

Einstein Industries, San Diego, CA — *Digital Marketing Writer*

OCTOBER 2019 - DECEMBER 2021

- Write an average of 1,500 words of original copy a day for clients in the dental, medical, and legal fields with a focus on conversion and keyword optimization
- Design user-friendly, media-rich webpages in the company's proprietary CMS
- Edit other writers' work for clarity and accuracy and provide constructive feedback
- Use Airtable to develop an intelligent database that filters keywords by industry and recommends keywords based on search volume, relevancy, and profitability
- Consistently exceed expectations in both quality and quantity of projects completed

EDUCATION

Chapman University, Orange, CA

AUGUST 2014 - MAY 2018

- Bachelor of Arts, Strategic and Corporate Communication
- Bachelor of Arts, English Literature
- Minor in Public Relations
- Cumulative GPA: 3.8

SKILLS

Copywriting
Copyediting
SEO
Email marketing
Research
Proofreading
Communication
Time management

TECHNOLOGY

Ahrefs
Airtable
Asana
Google Ads
Google Analytics
Google Docs
Mailchimp
Microsoft Office
Searchmetrics
SEMrush
Slack
Teamwork
WordPress
Wrike