

Email Copywriter

Emily Grant

Professional summary

Creative and results-driven Email Copywriter with experience crafting persuasive, high-converting email content across multiple industries. Expertise in developing engaging subject lines, compelling copy, and strategic messaging to maximize open and click-through rates.

Experience

Email Copywriter

February 2021 - Now
Moosend / Chicago, IL

- Develop high-converting email copy for e-commerce and retail clients.
- Craft engaging subject lines, body copy, and CTAs that drive customer action and engagement.
- Collaborate with design, marketing, and automation teams to ensure seamless integration of visuals and copy.
- Monitor email performance metrics (open rates, CTR, conversions) and refine copy based on data insights.

Content Writer & Email Copywriter

June 2018 - January 2021
BuzzFeed / Chicago, IL

- Wrote promotional email campaigns for B2B and B2C clients.
- Created blog content, landing pages, and social media copy to enhance email marketing strategies.
- Designed personalized email sequences for product launches and promotions.
- Led A/B testing initiatives, optimizing subject lines and email copy for improved conversions.

Volunteering Experience




Marketing & Communications Volunteer

2020 - Now
Chicago Nonprofit Alliance

- Write and edit email campaigns for fundraising efforts, resulting in increased donor engagement.
- Assist in creating compelling storytelling content to support community initiatives.

Professional Affiliations

- **Member**, American Writers & Artists Institute
- **Regular attendee**, Content Marketing World, Email Marketing Summit

 (312) 555-6721
 emily.grant@gmail.com
 United States, Chicago, IL

Education

Bachelor of Arts in English Literature

Northwestern University
United States, Graduated: May 2018

Certifications

- **Copywriting for Digital Media** – American Writers & Artists Institute (AWAI) (January 2022)
- **Email Marketing Essentials** – HubSpot Academy (November 2021)

Skills

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| Email Copywriting | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Persuasive & Conversion-Focused Messaging | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Creative Writing | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Subject Line Testing | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Collaboration with Design | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Knowledge of Email Marketing Tools | <div><div></div><div></div><div></div><div></div><div></div></div> |

Hobbies

- ◆ English – Native
- ◆ Chinese – Professional Working Proficiency