

(555) 987-4321

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United States, Los Angeles,
CA



Kristen Talley

EDUCATION

Bachelor of Arts in English, University of Southern California, 2015

Certifications

- Google Ads Search Certification – 2023
- HubSpot Content Marketing Certification – 2022

SKILLS

SEO-focused web copy	Expert
CRO & A/B testing principles	Expert
Copy for paid media & PPC	Expert
Content audits and style guides	Expert
UX-writing collaboration	Expert

Senior Digital Copywriter

PROFESSIONAL SUMMARY

Creative and data-driven Senior Digital Copywriter with experience creating high-converting content for landing pages, email campaigns, and paid social. Skilled in blending SEO strategy with engaging storytelling to drive brand growth.

EXPERIENCE

Senior Digital Copywriter, ViralClick Marketing, Los Angeles, CA

March 2020 - Now

- Develop A/B tested landing pages that boosted conversion rates by 28%.
- Lead copy development for multi-platform campaigns across email, social media, and paid ads.
- Collaborate with SEO strategists to increase organic traffic by 40% in 18 months.
- Mentor junior copywriters and conducted content workshops for cross-functional teams.

Copywriter, BuzzHive Agency

January 2016 - February 2020

- Wrote performance-driven copy for over 20+ client brands including DTC and SaaS startups.
- Created engaging ad copy for Facebook and Google Ads campaigns with CTRs above 5%.
- Designed messaging frameworks and tone-of-voice guidelines for new client accounts.