



Desirée Brown

Copywriter

Empathetic copywriter & creative writer with 5+ years of marketing experience. Proficient in writing blog posts, landing pages, email campaigns, & social media posts. Experience in Zoho, Canva, Wix, HubSpot, & more. Motivated to further develop SEO skills. Portfolios and certificates available upon request.

Relevant Experience

Marketing Specialist

October 2023 - January 2024 | *Luxer One*

- Audited & designed all marketing collateral for Services team (campaigns, blogs, flyers, etc.)
- Boosted email click-to-open rates by 22%
- Executed marketing strategy for new service launch
- Collaborated with Sales, Opps, and Marketing teams

Ads Specialist/Social Media Coordinator

March 2023 - July 2023 | *BestLyfe Group/Jumptastic* (hybrid position)

- Monitored & revised ad copy for 30+ Google Ads accounts
- Increased average ad impressions 60% and ad conversions 160%
- Managed & produced content for Instagram, Facebook, & TikTok
- Increased organic social reach 40% and followers 35%
- Wrote client brand guides
- Filmed & collaborated with contractors on film production project
- Collaborated with SEO, UX/UI Design, and other teams

Executive Director

April 2018 - January 2023 | *Young Eager Writers Association*

- Built audience of 1500+ on social and 150+ email subscribers
- Wrote copy & designed graphics for all marketing collateral (web, email, brochures, social, etc.)
- Organized four writing conferences in three different cities & online
- Produced & hosted podcast episodes on YouTube, Spotify, etc.

Certificates & Training

- SEO | HubSpot Academy
- Learning Conversion Copywriting | LinkedIn Learning
- Google Search Ads
- Designing effective Google Ads campaigns | HubSpot Academy
- Google Display Ads

Contact

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Portfolio

www.desireebrown.com

Education

2020

Master of Fine Arts

New York University

2018

Bachelor of Arts in English

University of North Carolina-Charlotte

Hard Skills

- Copywriting/Content Writing
- Social Media
- Google Ads
- Graphic Design
- Editing & Proofreading

Soft Skills

- Adaptability
- Communication