



# Desirée Brown

## Copywriter

Empathetic & ambitious copywriter & creative writer with 5+ years of direct & indirect marketing experience. Proficient in writing blog posts, landing pages, Google Ads, email marketing campaigns, & social media posts. Experience using Canva, Wix, SEMrush, & Meta Business Suite. Motivated to further develop skills in SEO. Specific portfolios and certificates available upon request.

## Relevant Experience

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○ 2023 - now

BestLyfe Group

### PPC Ads Specialist

Monitored 30+ Google Ads accounts for clients in various industries, including home improvement, party rentals, and digital marketing; Achieved an average 60% impression increase and 160% conversion increase within 4 months; Wrote & improved ad copy for hundreds of Google Ads campaigns; Pioneered company's Google Shopping Ads services; Collaborated with Facebook Ads team and UX/UI Design team; Developed & wrote client brand voice guides.

○ 2023 - now

Jumptastic

### Social Media Coordinator

Monitored Instagram, Facebook, & TikTok accounts; Increased organic reach 40% and followers 35% within 4 months; Designed 70+ infographics & videos; Developed & wrote company brand voice guide; Oversaw & responded to customer reviews on Google Business Profile; Collaborated with contractors on film production project; Filmed events for social media.

○ 2018 - 2023

Young Eager Writers Association

### Executive Director

Attracted 7k+ site visitors; Built a virtual audience of 1500+ followers on social media and 150+ email subscribers; Designed hundreds of graphics for social media, video, web, and email marketing; Established & oversaw 4 writing conferences in 3 different cities and online; Produced & published dozens of podcast episodes on YouTube, Spotify, Google Podcasts, & more.

## Contact

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### Phone

704-930-9392

### Email

desibrown28@gmail.com

### Portfolio

www.desireebrown.com

## Education

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2020

### Master of Fine Arts

New York University

2018

### Bachelor of Arts in English

University of North Carolina-Charlotte

## Hard Skills

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

## Soft Skills

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- Versatility
- Communication

## Certificates & Training

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- Google Search Ads
- Google Display Ads
- Google Ads - Measurement
- SEO - HubSpot Academy
- Designing effective Google Ads campaigns - HubSpot Academy