

JONATHAN SWEENEY



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Frankfort, KY 40601

PROFESSIONAL SUMMARY

Successful Copywriter with over 4 years of experience converting casual browsers into loyal customers. Proponent of SEO keyword integration to optimize online click rates. Dedicated to broadening companies' customer bases by enhancing public appeal through clever advertising copy.

SKILLS

- Brand messaging
- Marketing communications expertise
- Marketing and advertising strategies
- Unique content creation
- Editing and review
- Articulate communications
- Storytelling
- Content Generation
- Social Media Content
- SEO

EDUCATION

Western Hills High School
Frankfort, KY

High School Diploma

WEBSITE, PORTFOLIO, PROFILES

- <https://sirsweeney.com>

WORK HISTORY

Freelance Copywriter

06/2016 - Current

- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Edited content produced by senior executives, modifying text to conform to company-wide branding standards and publication guidelines.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Collaborated with customer outreach personnel to ascertain audience demographics, incorporating collected data into future copy.
- Incorporated SEO keywords into copy to increase search result rankings, producing targeted traffic.
- Collaborated with clients to add photos and videos to advertising and informational writing.
- Wrote social media outreach posts on both informational and promotional topics.
- Reviewed and edited final copy for accuracy and oversaw all phases of production.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Collaborated with creative director and copywriting team in completing all phases of client projects from planning to on-time completion of quality deliverables.
- Presented clients with unique copy options based on overall marketing objectives.
- Produced original, creative content for promotional advertisements and marketing materials.

Dane Copywriting - Copywriter

08/2020 - 01/2021

- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Collaborated with Project Manager in development of short-form content, maintaining consistency with brand marketing and message strategies.
- Produced original, creative content for promotional advertisements and marketing materials.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Reviewed and edited final copy for accuracy and oversaw all phases of production.
- Incorporated SEO keywords into copy to increase search result rankings, producing targeted traffic.
- Collaborated with creative director and copywriting team in completing all phases of client projects from planning to on-time completion of quality deliverables.

Goodwood Brewing Company - Social Media Copywriter

Frankfort, KY • 06/2019 - 03/2020

- Collaborated with Marketing Director in development of social media content, maintaining consistency with brand marketing and message strategies.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Produced original, creative content for promotional advertisements and marketing materials.
- Identified issues, analyzed information and provided solutions to problems.
- Demonstrated respect, friendliness and willingness to help wherever needed.
- Developed and maintained courteous and effective working relationships.
- Worked flexible hours; night, weekend, and holiday shifts.