

Casey Pletcher

1701 W Irving Park Rd Apt. 1
Chicago, IL 60613
727-326-2915

SUMMARY OF QUALIFICATIONS

Highly qualified writer and editor with over 6 years of experience in consumer and B2B communications including:

- Copy and content creation
- Digital marketing and SEO
- Copy research
- Planning and development
- Google Analytics and Facebook advertising
- Management
- Sales
- Customer relations

Creative and communicative through multiple platforms including: blogs, articles, social media posts, non-fiction text and instructive manuals, selling tools and packaging copy.

Professional, adaptable, and considered a team player. Goal-orientated and driven to produce.

WORK EXPERIENCE

March 2013-Present

Raven Creatives

Chicago, IL

Owner/Copy Writer

- Working owner and manager.
- Team leader, assigning copy and content writing and editing projects to freelance writers.
- Content and copy creator for businesses in a variety of different fields, including: SEO optimization, internet marketing, dentistry, entrepreneurship, personal development, health and wellness.
- Social media manager, with responsibilities that include: writing posts and ads, split-testing, reviewing analytics and developing strategy.

June 2011-August 2012

Octopus LLC

Franklin, TN

Digital Media Assistant, Business Development Specialist

- Content developer and community manager responsible for updating social media, and running and assisting with projects.

- Sales copy writer for B2C and B2B.
- Responsible for new customer acquisition and sales.
- Provided marketing support efforts for new clients.

EDUCATION

2006	PHCC	New Port Richey, FL
2007-2009	St. Petersburg College	St. Petersburg, FL
2009-2011	University of South FL	Tampa, FL

Education courses for my bachelor's degree in English.

EXTRACURRICULAR

I am a highly creative individual who enjoys playing and writing music, writing, authoring, developing and growing my podcast, building a non-profit and building Facebook pages. I am a self-published fiction author with three books available online.

WEBSITE

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EMAIL

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