

Personal

Name

Mandy Right

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Mandy Right

An experienced marketing copywriter with extensive knowledge of SEO best practices and social media marketing. Improved web traffic by 125% in 12 months and saw a 6% increase in conversions. Skilled in implementing copy optimized for search engine results while keeping true to the client's unique voice.

Work experience

Marketing Copywriter

Jun 2018 - Sep 2023

WordsRUs, Charlotte, NC

- Created written marketing copy, including emails, social media posts, and text messages.
- Edited copy to ensure clarity in the message.
- Developed marketing plans and content schedules to meet the company's needs.

Freelance Copywriter

Sep 2013 - May 2018

Your Ideas My Words LLC, Charlotte, NC

- Wrote various copy for the retail niche - product descriptions, landing pages, emailed newsletters, social media ads, etc.
- Practiced SEO best practices to ensure copy landed on the first page of search engines.
- Worked closely with clients to keep their true brand voice through all copy.

Education and Qualifications

Bachelor in Journalism

Aug 2009 - May 2013

University of North Carolina, Charlotte, NC

Skills

Copywriting



SEO



Social Media Marketing



Editing



Email Marketing



WordPress

