



Kevin Martinez

Creative freelance marketing writer with a Bachelor of Science in marketing and over six years of experience creating copy for advertisements, email campaigns, and product launches. Proven ability to boost engagement and conversion rates through targeted messaging.

CONTACT



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KEY SKILLS

- Campaign copywriting
- SEO and analytics
- Brand messaging
- Email marketing

PROFESSIONAL EXPERIENCE

Freelance Marketing Writer | Self-Employed, Remote | February 2017 – Present

- Created copy for over 50 marketing campaigns, increasing average click-through rates by 25% and conversion rates by 15%
- Conduct keyword research and optimized ad copy for SEO, improving organic search performance for clients
- Collaborate with creative directors to ensure consistent brand messaging across multiple platforms

Marketing Specialist | Spark Advertising Agency, Austin, TX | June 2015 – January 2017

- Wrote copy for digital and print advertisements, helping clients achieve a 30% increase in campaign ROI
- Conducted A/B testing for email campaigns, improving open rates by 20%
- Supported product launch efforts with detailed marketing collateral, including brochures and landing pages

EDUCATION

Bachelor of Science in Marketing

Texas A&M University | May 2015