

ROBERT SHIELD

CONTACT

- 📞 (614) 448-6806
- 📍 2123 Maplewood Dr. Columbus, OH
- ✉ shieldr94@gmail.com
- 🌐 www.roblikeswriting.com

EDUCATION

THE OHIO STATE UNIVERSITY
Bachelor of Arts in English Literature

COLUMBUS STATE COMMUNITY COLLEGE
Associates Degree

SKILLS

- B2C and B2B Copy
- Email Marketing Copy
- Blog Writing & Management
- Market Research
- SEO Tools & Implementation
- WordPress
- Iterable
- Content Development
- Content Strategy

REFERENCES

SEAN YI
(310) 500-6720
Head of Content
Numerade Labs

HANNAH SIBLEY
(206) 390-9828
Marketing Leader
Brand +

MARTA ANTONELLI
(646) 407-8991
Integrated Marketing Manager
ThriveDX

ABOUT ME

With a passion for effective communication, I love crafting copy that resonates with audiences and drives results. From detailed blog posts to concise ad copy, I'm dedicated to helping you meet your objectives through thoughtful, engaging content. Let's create something incredible.

WORK EXPERIENCE

FREELANCE COPYWRITER AND EDITOR
Present

- Crafts creative copy for various businesses and industries including consumer products, educational services & institutions, and healthcare.
- Reviews and edits blog posts and internal technical documentation using strict style and editorial guidelines.
- Manages schedule and utilizes project management services to track contract due dates and project specifics.
- Crafts 2-3 long-form blog posts each week using SEO best practices.
- Uses various SEO tools, including SEMRush and Google Analytics, to help ensure the production and crafting of strong, high-performing content.

HEAD OF MARKETING & SENIOR COPYWRITER
Numerade Labs, 2023 - 2024

- Developed creative concepts and engaging copy for campaign assets, including infographics, web copy, social media, email, and more.
- Created an internal style guide for all company documents and SOP's based on AP style.
- Promoted to Head of Marketing from Senior Copywriter and managed a team of graphic designers, paid ad professionals, email marketing managers, and social media managers.
- Reviewed and edited all copy throughout multiple site landing pages, emails, search ads, and more.
- Drove business growth through effective storytelling utilizing the Numerade brand, values, and product.
- Crafted 4-5 weekly long-form blog posts utilizing SEO research to ensure high-performing, quality content.
- Performed keyword, market, and competitor content research to identify gaps and opportunities.

COPYWRITER, COPY EDITOR
ThriveDX, 2021-2023

- Crafted copy for some of the world's top universities including the University of Chicago, NYU, and more.
- Established an internal style guide based on AP style for internal company documents and materials.
- Ensured materials aligned with 22 different universities' style guides.
- Wrote nuanced copy for various Google search ads, Facebook ads, video ads, and more.
- Wrote scripts and crafted storyboards for instructional videos presented to students.