

# Robert Shield

I'm passionate about communication and dedicated to helping you present your best self. Whether it's long-form or short-form, B2B or B2C, I'm eager to jump in rise to the challenge. Let's create something great.

## [CONTACT](#)

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## [EXPERIENCE](#)

### **Numerade, Santa Monica, CA — Senior Copywriter**

February 2023 - Present

- Develops creative concepts and engaging copy for campaign assets, including infographics, web copy, social media, email, and more.
- Reviews and edits all copy throughout multiple site landing pages, emails, search ads, and more.
- Drives business growth through effective storytelling utilizing the Numerade brand, values, and product.
- Use my experience as a high school educator to influence copy intended for both student and educator audiences.
- Performs keyword, market, and competitor content research to identify gaps and opportunities.
- Writes compelling, SEO-focused content that drives brand awareness and conversions.
- Surveys target audiences and utilizes insights to inform content creation.
- Manage a variety of social media channels with crafted posts targeting a variety of audiences.

### **ThriveDX, Miami, FL — Copywriter, Copy Editor**

June 2021 - January 2023

- Crafted copy for some of the world's top universities including University of Chicago, NYU, and more.
- Established a style guide based on AP style for internal company documents and materials.
- Ensured materials aligned with each of our 22 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.

## [SKILLS](#)

Technical Editing

Proofreading

B2C and B2B Copy

Content Strategy

Email Marketing Copy

Blog Writing

SEO Writing

Digital Marketing Strategy

Concepting

Social Media

Branding

JIRA

WordPress

Iterable

Pardot

Microsoft Office

- Used my experience as an educator to inform copy and the overall communication style between our services and potential/current learners.
- Collaborated cross-culturally with an Israel-based design studio and social media team to bring digital ideas to life.
- Worked across different departments to creatively ideate marketing campaigns.
- Ensured due dates were met and took the creation of content, editing, and design into consideration for project timelines.

### **Haugland Learning Center, Columbus, OH — Academic High School Teacher**

July 2019 - June 2021

- Designed a curriculum and classwork for 12 separate high school classes.
- Engaged students with formal writing opportunities and creative exercises to refine their knowledge of paragraph construction, punctuation, grammar, and syntax.
- Encouraged students to take creative liberties in their writing to foster an atmosphere of originality and imagination in the classroom.
- Utilized technical writing, editing, and proofreading skills daily.
- Selected by school administration to mentor two First Education Experience Program (FEEP) students from The Ohio State University.
- Consistently rated with high marks from school administration for communication, teamwork, having projects completed on time, and overall professionalism during yearly performance reviews.

### **Ohio Reading Corps, Educational Academy for Boys and Girls, Columbus, OH — Reading Tutor**

May 2018 - June 2019

- Worked with students below the national reading average and provided reading intervention through one on one and small-group instruction.
- Created and compiled a lesson plan that allowed students to build fundamental language arts skills while also encouraging personal growth.
- Tutored students in general reading instruction, writing, grammar, and punctuation.
- Selected by ORC directors to be one of ten individuals chosen to represent Ohio Reading Corps at the Points of Light conference.
- Selected by ORC directors to take part in Ohio Leader Corps, an organization created to lead and assemble AmeriCorps projects in Ohio.

### **REFERENCES**

Hannah Sibley  
(206) 390-9828  
Marketing Leader  
Brand +

Logan Coyne  
(386) 451-9222  
Product Marketer  
WilsonHCG

Steve Knapp  
(614) 271-9050  
Senior Copywriter  
Impact Manage Marketing

Marta Antonelli  
(646) 407-8991  
Integrated Marketing  
Manager  
ThriveDX

## **EDUCATION**

**The Ohio State University, Columbus, OH — *Bachelor of Arts  
in English Literature***

**Columbus State Community College, Columbus, OH —  
*Associate of Arts***

