



Kerry Gallagher

CONTRACT MARKETING COPYWRITER

Creating SEO friendly content to generate leads for B2B and B2C companies

ABOUT KERRY

I am a creative marketer with a talent for writing digital and print copy that persuades readers to take action. My career started with a passion for getting the right message in front of the right people, and lead to managing a team of writers to create clear, concise, and compelling content to create lead generation for 100+ B2B clients. Currently, I am a contract writer that creates digital marketing materials for clients in various industries.

CONTACT INFO

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CORE SKILLS

- HubSpot Content Marketing Certified
- Hootsuite Social Media Marketing Certified
- SEO Copywriting
- Wrike, Jira, Basecamp
- B2B and B2C Copywriting
- Google Analytics
- Editing/Proofing
- Organic Social Media
- Leadership
- Content Strategy
- WordPress
- Public Relations
- Community Engagement
- Live Event Social Media
- Communication

WORK EXPERIENCE

Contract Writing - July 2020-Present

- Writes SEO-friendly blog posts for smart home technology clients
- Creates blog post meta descriptions for search engines
- Writes SEO-optimized website pages for nationwide restoration franchise

Marketopia - August 2017-July 2020

Senior Copywriter

January 2020 - July 2020

- Maintained all responsibilities of previous roles while overseeing team performance
- Worked with traffic production to keep content team on time, on budget, and on expectation
- Updated brand style guidelines to meet evolving needs
- Managed outsourced freelance work
- Trained new copywriters and content director
- Played integral role in producing Marketopia's Talk Show
- Created search engine optimized website copy for Marketopia's new website, eLearning website and COVID-19 IT Channel Recovery website in first quarter

Junior Copywriter to Mid-Level Copywriter

August 2017 - January 2020

- Created promotional deliverables for Marketopia's annual conference, including digital ads, organic social posts, emails, direct mails, and website
- Created SEO-friendly blog content, website copy, multi-audience customer/prospect emails, eGuides, sell sheets, newsletters, direct mails, infographics, trifold, talk show scripts, landing pages, YouTube descriptions, etc.
- Collaborated with SEO and design teams to maintain brand consistency for 100+ B2B clients

EDUCATION BACKGROUND

William Paterson University

Bachelor of Arts in Communications, 2017

- Chosen to participate in the Disney College Program in 2014 and 2016
- University's social media intern from 2016-2017
- Dean's List, Student Public Relations Association, National Society of Leadership and Success