

danjacobs0707@gmail.com

562-818-8184

Westlake Village, CA 91361

Skills

- Copywriting + Editing
- Content Marketing
- Industry Research
- Emails + CRM Marketing
- Corporate Communications
- SEO, Blogs, + Digital Ads
- Social Media Copywriting

Education And Training

Master Of Arts:

Communications

California State University - Fullerton

Fullerton, CA

Bachelor Of Arts:

Film

University Of Arizona

Tucson, AZ

Websites, Portfolios, Profiles

- www.linkedin.com/in/danjacobs0707
- www.danwritescopy.com

Certifications

- Digital Marketing, Hubspot Academy
- Intro. to Content Marketing, The Wharton School
- Content Strategy for Professionals, Northwestern
- Marketing: Copywriting for Social Media, LinkedIn Learning
- Content Marketing, The Hubspot Academy
- Content Strategy, The Hubspot Academy
- Google Ads, Google Grow

Daniel Jacobs

Summary

Highly experienced B2B and B2C senior copywriter that helps companies attract, convert, and build customer relationships. From emails and blogs to UX and digital content, I create and collaborate on assets that help companies turn leads into brand fanatics.

Experience

Dan Writes Copy - Senior Copywriter + Founder

Westlake Village, CA

08/2017 - Current

- Clients: CBRE | Sutter Health | DoorDash | LegalZoom | Herbalife | iSpace | Korn Ferry | Google | Microsoft | Headspace | Tapcart | CallFire
- Draft conversion-focused copy for web pages, emails, mobile apps, blogs, press releases, social media, UX/UI, white papers, SEO, briefs, infographics, digital ads, and G2M campaigns
- Create persuasive copy that integrates content from UX, SEO, Product, and Digital teams
- Write articles for SharePoint and WordPress pages and manage editorial calendars
- Collaborate via Figma, Adobe, Sketch, and Google Workspace
- Proof-read copy and ensure a consistent brand voice across all platforms and channels
- Verticals: B2B | B2C | tech | healthcare | SaaS | retail | restaurants | higher-ed | legal | talent development | mobile platforms | sports

Instacart - Senior CRM Writer (Short-term Contract)

Westlake Village, CA

10/2022 - 07/2023

- Wrote CRM content for shopper and customer communications
- Produced creative copy for email campaigns, push notifications, text messages, toolkits, sizzle reels, and social media
- Collaborated with in-house creatives using Figma and Google Workspace
- Developed copy for co-marketing partnerships with national retailers
- Drafted G2M launch communications for promotion and incentive campaigns
- Updated existing assets to reflect brand tone of voice

Cornerstone - Copywriter

Los Angeles, CA

11/2014 - 07/2017

- Developed customer-facing content for the talent management industry's largest platform
- Wrote all emails, briefs, infographics, social media copy, digital ads, landing

- pages, and eBooks for 3 market segments and 11 verticals
- Conducted and integrated industry research into all deliverables
- Liaised with Product, MarCom, and Legal teams for approval on all assets
- Verticals: B2B | SMB | enterprise | government | healthcare | K-12 | higher-ed

ICDC College - Copywriter

Los Angeles

04/2012 - 11/2014

- Wrote all web, digital, and social media copy to support 24 degree programs
- Published three blogs per week focused on higher education and career growth for at-risk students
- Managed the Facebook, Twitter, and LinkedIn pages of four internal teams
- Verticals: B2B | B2C | higher-ed | ed-tech | military | veterans | career growth

New Media Development Group - Communications Manager

Los Angeles

04/2010 - 03/2012

- Drafted fundraising blogs and email newsletters for three nonprofits
- Aligned social media copy and editorial calendars for Facebook and Twitter
- Created weekly reports using Google Analytics, Salesforce, and Facebook
- Updated all client websites using WordPress and internal CMS tools
- Verticals: nonprofit | military | veterans | environment | animal welfare

Accomplishments

- Delivered \$192 million in H1 2023 revenue, a 62% increase from H2 2022
- 3x YOY site visits by optimizing blogs, ad copy, and landing pages
- Generated a 20% MOM boost in site visits by using SEO best practices
- Leveraged my passion for the NBA to secure a partnership with the Spurs Sports & Entertainment group
- Grew lead form engagement 184% by A/B testing CTA copy
- Reduced CAQ costs 88% by strengthening CTAs for LinkedIn ads
- Grew email open rates 44% by A/B testing subject lines
- Boosted click-through rates 16% by split-testing UX design and CTA copy
- Helped 3x average donation amounts and 2x the audience size