

JAMES IGBODATO

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Copywriter | Freelance Copywriter | Proofreader

Creative and results-oriented Copywriter with 5 years of experience in crafting compelling content seeks a challenging position where I can leverage my expertise in storytelling and content creation to enhance engagement and drive commercial opportunities for Oxygen..

PROFESSIONAL EXPERIENCE

Copywriter

May 2018 – Jul 2022

Blue Corona, Gaithersburg, MA

- Spearheaded the creation and editing of captivating content for the Community, focusing on headline-driven, visually engaging short pieces that effectively communicated key messages. This resulted in a 25% increase in Community engagement.
- Applied a deep understanding of Blue Corona solutions to develop needs-based campaigns, translating insights and strategies into impactful content that generated commercial opportunities.
- Produced compelling content, images, and videos for the Community and social media channels, elevating the brand's online presence.
- Collaborated closely with the marketing team to ensure the accuracy of messaging, aligning content with business priorities and consistently delivering content on time.
- Worked collaboratively with marketing managers and designers to package content for the Community and various distribution channels, amplifying reach and driving audience engagement.
- Edited and proofread content to ensure accuracy, consistency, and adherence to brand guidelines.
- Proven ability as a master storyteller, creating compelling positioning and thought leadership content.
- Consistently generate and execute innovative marketing ideas.
- Navigate ambiguity effectively and drive copywriting projects with minimal guidance.
- Exercise independent judgment and initiative to make recommendations and solve problems.

Freelance Copywriter

Jul 2016 - Feb 2018

Robert Half International, Menlo Park, CA

- Wrote and edited a variety of marketing materials, including website copy, blog posts, social media posts, and email campaigns.
- worked with clients in a variety of industries, including SaaS, e-commerce, and non-profit.
- Meet deadlines and exceeded client expectations.
- Developing and implementing content strategies to achieve goals.
- Collaborating with other designers, developers, and marketing professionals to create and distribute high-quality content.

Proofreader

Angela Adams consulting, Menlo Park, CA

Jul 2015 - May 2016

- Proofread a variety of content, including website copy, blog posts, social media posts, and email campaigns.
- Checked for grammar, spelling, punctuation, and style errors.
- Ensured that content was clear, concise, and error-free.
- Working with authors and editors to revise and finalize the material.

ACHIEVEMENT

- Acknowledged by Blue Corona for consistently meeting tight project deadlines.
- Recognized for consistently delivering high-quality, persuasive copy on ambitious deadlines.
- Played a pivotal role in crafting content that significantly contributed to increased open rates by 15% and click-through rates by 10% within 6 months of starting.
- Wrote and executed email campaigns that generated over \$1 million in revenue in 2022.
- Continuous learning through copywriting webinars and courses.



AREAS OF EXPERTISE

- Copywriting.
- Content Development.
- Marketing Strategy.
- Research and Analysis.
- Meeting project deadlines.
- Editing and Proofreading.
- Team Collaboration.
- Branding.

EDUCATION

Bachelor of Arts (B.A.) in Marketing | Stanford University (2001- 2005)

QUALITY+AND
ENGAGING
SEO OPTIMIZED

CONTENT

