JULIAN MERCER

COPYWRITER

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercer

PROFESSIONAL SUMMARY

Copywriter with 6+ years writing campaign concepts, landing pages, ads, and email for consumer and B2B brands. Turns briefs into persuasive, on-brand copy, works closely with designers and strategists, and improves results through disciplined testing.

PROFESSIONAL EXPERIENCE

Copywriter Apr 2024 - Present
Ogilvy, New York, NY

- Write headlines, scripts, and long copy for integrated campaigns, working alongside art directors on concepts presented to clients.
- Developed messaging and landing-page copy for a financial services launch, lifting form conversion from 2.1% to 3.4% after testing.
- Wrote and tested 60 paid social and display variants for a retail client, cutting cost per click by 18% on the winning themes.
- Adapted one master campaign into email, out-of-home, and web copy so tone and offers stayed consistent across eight touchpoints.
- Maintained a tone-of-voice guide with the strategist that gave freelancers clear rules and reduced off-brand edits by a third.

Associate Copywriter Jan 2022 - Mar 2024

- Presented copy rationale in client reviews, incorporating feedback quickly and averaging two revision rounds per deliverable.
- Wrote scripts, banners, and email copy for six retail and financial services campaigns, hitting every agreed production deadline.
- Built a swipe file of tested headlines and calls to action that the team reused to speed up first drafts on new briefs.

Junior Copywriter Jul 2020 - Dec 2021
Mailchimp, Atlanta, GA

- Wrote product announcements, onboarding emails, and in-app messages for features used by millions of small-business customers.
- Ran subject-line and call-to-action tests on lifecycle emails, raising average click rate from 3.8% to 5.1% over a year.
- Partnered with product designers to shorten interface copy, helping reduce support contacts about a key workflow by 14%.
- Wrote scripts and captions for short tutorial videos, producing 25 assets with the content team and a freelance video editor over a single year.
- Collected customer language from reviews and support tickets, building a phrase bank that sharpened benefit statements.

CORE SKILLS

Campaign concepting | Headlines | Landing page copy | Email copywriting | Paid social copy | A/B testing | Tone of voice | Brand messaging | Scriptwriting | UX writing | Editing | Creative briefs | Google Analytics | Figma

EDUCATION

B.A. in Advertising, University of Texas at Austin, Austin, TX

CERTIFICATIONS

HubSpot Content Marketing Certification | Google Analytics Certification