

# Jasmine Patel

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## SUMMARY

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Creative and detail-oriented copywriter with over 5 years of experience crafting compelling content for various digital platforms. Proven track record in driving engagement and increasing conversion rates through strategic messaging and storytelling.

## EXPERIENCE

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### Senior Copywriter

Jan 2022 - Present

*Creative Minds Agency, Austin, TX*

- Developed and executed copy for multi-channel marketing campaigns, increasing client engagement by 35%.
- Collaborated with design and marketing teams to create high-converting landing pages, resulting in a 25% increase in conversion rates.
- Implemented A/B testing strategies for email campaigns, improving open rates by 15%.

### Copywriter

Jun 2019 - Dec 2021

*Tech Solutions Inc., San Francisco, CA*

- Wrote and optimized content for the company blog, leading to a 50% increase in organic traffic over 12 months.
- Created SEO-focused product descriptions that improved search visibility and led to a \$200K increase in annual sales.
- Managed social media content strategy, growing followers by 40% across all platforms.

### Junior Copywriter

Jul 2017 - May 2019

*Bold Marketing LLC, Los Angeles, CA*

- Assisted in the development of ad copy for various clients, achieving an average ROI of 300% on campaigns.
- Conducted market research to inform content strategy, leading to a 20% increase in customer engagement.
- Supported email marketing initiatives, enhancing click-through rates by 10% through targeted copy.

## EDUCATION

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### Bachelor of Science in Marketing

May 2018

*University of Texas at Austin, Austin, TX • GPA: 3.7*

## SKILLS

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**Technical Skills:** SEO Optimization, Content Strategy, Copywriting, A/B Testing

**Tools & Frameworks:** Google Analytics, WordPress, Mailchimp, Adobe Creative Suite