

# RENALDO SMITH COPYWRITER

## QUANTIFIABLE RESULTS

- Increase of 124% ECOM sales
- 121% increase in email driven traffic
- 68% increase in sessions
- Increase of 5.2M new visitors

## TECHNICAL SKILLS

- Google SEO
- Google Analytics
- Microsoft Office
- Access
- Excel
- PowerPoint

## CONTACT

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## CAREER PROFILE & STRENGTHS

Meticulous and passionate Copywriter with 8 years of experience in various sectors including B2B, B2C, life sciences, consumer goods, real estate and editorial. Strong sense of customer focus to create highly targeted copy that inspires customers. Passionate about creating email content, SEO-driven copy and marketing/advertising content.

- Ability to write engaging, concise copy
- Able to strategize, plan, prioritize and execute simultaneous projects through various customer touch points (in-store, e-mail, online)
- Excellent spelling, grammar and attention to detail
- Adept at writing copy in various professional formats
- Passionate about team building, technology and product innovation
- Daily collaboration with art directors, UX engineers and marketing specialists

## EDUCATION

### FLORIDA INTERNATIONAL UNIVERSITY

2009 | BA, JOURNALISM AND MASS COMMUNICATIONS  
GRADUATED CUM LAUDE

## PROFESSIONAL EXPERIENCE

2020 -  
Present

### ARISGLOBAL PRODUCT MARKETING SENIOR COPYWRITER

- Produced conversion-focused messages for ArisGlobal's go-to-market campaigns, launches, blogs, fact sheets, whitepapers, web copy and other market-facing deliverables
- Partnered with marketing, sales, and product management teams to create a deep understanding of our products and our customers
- Created and maintained brand copy guidelines highlighting the ArisGlobal brand and tone
- Identified key messages of all content and communicated accordingly in a professional and compelling way
- Supported corporate content needs outside of marketing

2017 -  
2020

### CITY FURNITURE DIGITAL SENIOR COPYWRITER

- Led and executed UX campaigns for digital
- Partnered with cross-functional teams (design, product, marketing, sales, digital, CSR) to develop content strategy and articulate brand voice and effectiveness
- Wrote copy for webpages covering special financing, promotions, in-store campaigns yielding 50.3% conversion rate
- Wrote targeted daily copy for emails, newsletters, mobile texts and in-store campaigns resulting in \$3.7M YTD revenue
- Wrote and edited press releases
- Curated homepage headlines and content
- Wrote all original copy on the City Cares blog for CSR efforts
- Wrote product copy and SEO category pages
- Wrote copy for social media accounts (IG, Facebook and Twitter) contributing to 143% increase in traffic to website
- Managed and tutored a team of junior SEO professionals

2010 -  
2017

### NATIONWIDE SERVICES SENIOR UX COPYWRITER

- Created unique, original web content daily
- Managed and tutored a team of six junior writers
- Led a moving industry blog with original content
- Devised keywords and wrote copy for several moving websites
- Reviewed and edited work that was outsourced to junior writers

2007 -  
2008

### MIAMI HERALD WRITER

- Covered weekly community political hearings
- Worked independently and conducted interviews daily
- Wrote feature articles on business owners in the Miami area
- Created feature pieces on a wide range of topics for the "Neighbors" section