

Karim Martinez

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professional Summary

Exceptional Copywriter with extensive background in all form of online and print media. Eepertise writing copy for websites, biog, marketing materials, email biasts, newsletters, mobile applications, brochures, sales flyers, print ads, commercials, book jackets,and more. Superb ability to analyze quickly,develop concepts, and provide fast turnaround for diverse projects. Broad-based background in highly competitive and dyanic organizeatons as well as freelance work. Recognized as a decisive leader, hard-worker, and excellent team player. Passionate about providing powerful copy that achieves client results and exceeds expectations.

Areas of Expertise

- Website copy
- Marketing materials
- Email biasts and newsletters
- Commercial and radio ads
- Ghost writing
- Project management
- Planning and prioritization
- Concept development
- Design development
- SEO

Work Expertise

Copywriter, 11/2011-Current

Sampson Advertising and Marketing- Current, CA

- Work directly with clients to assess needs, develop concepts, and publishing.
- Write copy for diverse uses, including online marketing, print ads, and publishing.
- Provide junior copy writers training on procedures and mentoring on creative aspects of position.
- produce reports, mock-ups, response letters, and email clarifications on request.
- Attend marketing meetings and represent copywriting staff.
- Draft speeches and create presentations for executives and clients.
- Consistently bring in new client referrals by word of mouth from satisfied clients.

Freelance Copywriter,01/2013 - 03/2012

Martinez Marketing -Citadel, C A

- Provided copywriting expertise directly to clients for use with websites, email marketing, and blogs.
- Wrote scripts for marketing videos such as book trailers and websites introductions.
- Connect with clients via phone, email, and Skype to determine project scope and design, update clients on progress, and discuss final results or feedback.
- Ghost-wrote three New About romance novels.
- Provided copy for over 350 websites.
- Drafted email newsletter on a continuous basis, monthly or quarterly, for over 30 different clients.

EDUCATION

Bachelor of Science: Business Administration, 2004
DeVry University -Citadel, C A
Emphasis in Marketing and Creative Writing

Professional Affiliations

Professional Copywriters Association (PCA)
American Marketing Association (AMA)
Society for Marketing Professionals (SMP)