

FAUSTINUS ANGMORTEY

SUMMARY

- Versatile Copywriter with a background in creating wide-ranging styles and types of content. Intelligent professional with expertise in translating project goals to produce on-target work. Highly adaptable when ascertaining, comprehending and following project requirements as well as various style guidelines.
- Mass Marketing Communication (MMQ/CIACM)
- SEO Certified
- Technical Support Specialist
- Social media copywriter and account manager

EXPERIENCE

SEO copywriter/editor/proofreader, 06/2020 - Current **EbizON Digital - California, USA**

- Keyword research and analysis using SemRush
- Write high-quality, engaging, and SEO-optimized content for the website, blog, landing pages, and other digital platforms
- Collaborate with the SEO and marketing teams to create content that aligns with SEO strategies and marketing goals
- Seamlessly integrate relevant keywords into content without sacrificing readability and engagement
- Optimize content for search engines, including creating compelling meta titles, descriptions, and headers
- Work closely with the SEO team to ensure all content aligns with on-page SEO best practices
- Review and update existing content to ensure it meets the latest SEO standards and brand messaging
- Monitor SEO strategies and keyword rankings, adjusting content as necessary
- Using scientific studies and research to validate content ideas
- Content auditing and optimizing to maximize search ranking
- Coordinating with other editors to ensure timely delivery of content and meeting deadlines
- Localization of web page and landing page copies.

Part-time Content Ambassador, 03/2020 - 05/2023 **Export Portal - Glendale, CA**

- Content creation for newsletters, product reviews, and blogs



CONTACT

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SKILLS

- Content Management Systems [WordPress and Joomla]
- Google Ads Certified
- Expert in MS Office Suite, G Suite, CMS (WordPress)
- Knowledge of HTML/CSS and basic graphic designing
- Copywriting, Editing, and Review
- Brand Messaging
- Excellent Interpersonal Communications
- SEO Strategies
- Proofreading
- Marketing Communications
- Client Communication
- Advertising Copy
- Sales Copy
- AP Style
- Copywriting
- Press Release Writing
- Storytelling
- Email Marketing

- Generate brand awareness through articles and case studies
- Pitch interesting topics and research content for new posts
- Participate in event marketing in international trade
- Updating content calendars.
- Collaborated with other Ambassadors from different countries to resolve common issues or concerns.

Remote Content Strategist, 03/2019 - 04/2020

LAM Marketing Group - Los Angeles, CA

- Create content strategies for approval by clients and supervisor
- Create, collect, edit, publish, and distribute marketing copy via the website, blog, email, and social media accounts
- Support communication and marketing projects with different team members across various platforms like Basecamp, Slack, Trello, and Asana
- Cold-calling prospective clients
- Meet deadlines and maintain a detailed record of work progress using Google Sheets
- Track and analyze key social media accounts over time
- Update the CEO on the current state of work regularly
- Edit and create presentation materials using Canva
- Analyze the performance of different campaigns and discuss improvements.

Remote Content/Copywriter/editor/proofreader, 08/2018 - 04/2020

Webzool Creative - Los Angeles, CA

- Craft irresistible webpage copy to convert visitors into prospective customers
- Research industry-related topics (combining online sources, interviews, and studies)
- Write and edit clear marketing copy to promote our products/services
- Prepare well-structured drafts using Content Management Systems
- Proofread and edit blog posts before publication
- Submit work to editors for input and approval
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images, and tone)
- Update website content as needed.

Content/copy Consulting

Lincoln University of Business & Management/Loud.US/Petorama

- Work closely with the marketing team to expand and implement strategic copy for a variety of brands

- Social Media Campaigns
- Content Writing
- Keyword Research
- SEO
- Content Strategy
- Product-Specific Writing
- Newsletter Creation

WEBSITES, PORTFOLIOS, PROFILES

- <https://faustinuspryme.work/>
- <https://www.linkedin.com/in/faustinus-angmortey-32a10773/>

- Write short-form email copy to boost conversion during email campaigns
 - Prioritize and meet the deadlines of several ongoing short-form projects on LinkedIn, Instagram, and email
 - Troubleshoot and optimize content based on the latest marketing/editorial trends and previous result analysis
 - Track the performance of email campaigns using appropriate data analysis tools
 - Supplying copy for email newsletters, LinkedIn Inmails, landing pages, product descriptions, and webpages.
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EDUCATION AND TRAINING

Diploma in Russian Language, 03/2014

STAVROPOL STATE MEDICAL UNIVERSITY - STAVROPOL, RUSSIA

Honors: Dean's List (Exchange Program)

BSc. in Information Technology

UNIVERSITY OF GHANA, LEGON

CERTIFICATIONS

- Mass Marketing Certification from California Institute of Advertising, Communication & Marketing (CIACM)
 - HubSpot SEO Certification
 - Google Ads Certification
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LANGUAGES

English: First Language

French:

B2

Russian:

A2

Upper Intermediate (B2)

Elementary (A2)

REFERENCES

- Vibhuti Gaur - Associate Director
Ebizon vibhuti.gaur@ebizontek.com
- Casey Pontrelli - Content Manager
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- Maria Rosa - Founder LAM Marketing
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