

T.J. CESARZ
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[Online Portfolio](#)

CREATIVE COPYWRITER & BRAND STORYTELLER/SEO & AI CONTENT STRATEGIST

Versatile and results-driven copywriter with expertise in crafting high-impact, audience-focused content that boosts engagement and drives conversions. Specializes in SEO-driven web content. Brand storytelling, and multi-platform messaging. Adept at translating complex ideas into compelling narratives that align with brand voice and marketing objectives. Proven ability to elevate brand visibility through strategic content campaigns, executive ghostwriting, and AI-driven content solutions. Passionate about creating engaging, conversion-focused content that resonates with target audiences.

AREAS OF EXPERTISE

SEO COPYWRITING & CONTENT STRATEGY • BRAND STORYTELLING & DIGITAL CONTENT CREATION
EDITORIAL & GHOSTWRITING SERVICES • AI-ENHANCED CONTENT DEVELOPMENT
EXECUTIVE THOUGHT LEADERSHIP WRITING • WEBSITE & BLOG CONTENT OPTIMIZATION

PROFESSIONAL EXPERIENCE

GOLDLAW – WEST PALM BEACH, FL

8/2022 – 11/2024

SEO Content Specialist & Copywriter/Public Relations Manager

Created content for all GOLDLAW publishing platforms including websites, blogs, print/electronic newsletters, social media and all company marketing collateral.

- **SEO-Optimized Content Creation:** Researched, wrote, and optimized web pages, blog posts, and digital assets, driving a 23% increase in organic traffic and improving search engine rankings.
- **Multi-Platform Content Strategy & Execution:** Led the development of high-impact content strategies across websites, blogs, newsletters, and social media, enhancing brand authority and audience engagement.
- **High-Conversion Copywriting:** Created cross-platform content campaigns on trending personal injury topics, boosting brand visibility and establishing GOLDLAW as a trusted industry source. These campaigns contributed to record-setting client sign-ups in 2022, 2023, and 2024 (900+ new case sign-ups).
- **AI-Enhanced Content Development:** Integrated AI-powered research and writing tools (ChatGPT, DALL-E, Gemini) to accelerate content production, reducing drafting time by 50% while maintaining brand voice and quality.
- **Thought Leadership & Ghostwriting:** Ghostwrote executive-level content including CEO speeches, articles, and industry insights, strengthening brand credibility and thought leadership.
- **Content Marketing for Lead Generation:** Created targeted print and electronic newsletters with compelling calls to action, resulting in a 17% increase in open rates and improved client retention.

WELLS PHARMACY NETWORK (WPN)/FACTOR HEALTH MARKETING – WELLINGTON, FL

1/2021 – 4/2022

Senior Communications Manager & Copywriter

Led copywriting and communications strategy for the entire Wells portfolio (Well Pharmacy Network, Wells Pharma, Wells Pharmacy Vet, and Factor Health Marketing), encompassing all marketing, sales, and promotional efforts. Developed and implemented “best message” protocols for WPN products and services in close collaboration with cross-functional teams.

- **SEO & Product Content Optimization:** Developed search-optimized product descriptions and marketing collateral, driving a 125% increase in sales leads for the healthcare and pharmaceutical sector.
- **Multi-Channel Content Development:** Wrote and structured high-performing content across blogs, social media, websites, and press releases, boosting brand visibility and audience growth.
- **Brand Storytelling & Messaging:** Crafted persuasive copy that reinforced brand positioning, increasing website traffic by 80% and social media engagement by 40%.
- **Content Strategy & Editorial Planning:** Led editorial strategy for product launches, successfully introducing 15 new products in 2021 through targeted content campaigns.

ICBD HOLDINGS, LLC – WEST PALM BEACH, FL

12/2019 – 4/2020

Director of Corporate Communications

Spearheaded SEO-driven content strategy and execution for a diverse portfolio of clients, including businesses in the substance abuse recovery, real estate management, public adjusting, and medical billing industries.

- **SEO-Focused Content Development:** Created high-ranking website copy and blog content, significantly improving organic search visibility for the company’s entire portfolio of businesses.

- **Conversion-Driven Copywriting:** Produced engaging, persuasive marketing materials, improving lead generation and user engagement.
- **On-Page & Off-Page Optimization:** Developed keyword-driven content strategies and optimized meta-descriptions, title tags, and link-building initiatives, resulting in improved search rankings and increased web traffic.
- **Editorial Leadership & Cross-Functional Collaboration:** Managed a content team, aligning brand messaging and storytelling across all communication channels.

PUBLISHED WORKS & WRITING CONTRIBUTIONS

- **Author & Industry Contributor:** Researched and wrote the book [*Game On: The Power of the Sports Marketing Deal*](#), an in-depth cases study on the evolution of grassroots sports marketing, based on the history of Exclusive Sports Marketing, Inc.
- **Industry Journalist & Content Creator:** Published 20+ feature articles in industry publications covering sports marketing and sports business, with a focus on event/brand partnerships.
- **Editorial Strategy & Content Leadership:** Developed editorial frameworks, marketing narratives, and thought leadership pieces that elevated brand visibility in the sports business sector.
- **Speechwriting & Corporate Messaging:** Crafted compelling keynote addresses and event scripts for business leaders and marketing executives.
- **Comprehensive Event Communications:** Authored press releases, web content, and participant engagement materials for 400+ grassroots sports events, ensuring clear and persuasive messaging.

CONTENT STRATEGY & WRITING IMPACT

- **Executive Communications & Thought Leadership:** Ghostwrote articles, speeches, and presentations for executives and industry leaders, positioning them as SMEs (subject matter experts) in their fields.
- **Course Developer & Educator:** Designed and taught **HA306: Sport Special Topics: Event Management & Operations**, for the Sports Management program at Lynn University, developing a comprehensive syllabus, coursework, and industry study cases.
- **Long-Form Storytelling & Investigative Writing:** Conducted in-depth research and interviews for published works, crafting compelling long-form narratives that engaged niche audiences.
- **AI-Enhanced Content Innovation:** Integrated AI-driven tools (ChatGPT, Gemini, Co-Pilot) into content workflows, enhancing research efficiency and content production for various brands.
- **Multi-Industry Content Development:** Created high-impact content spanning law, healthcare, pharmaceutical, sports, real estate, and corporate communications, showcasing versatility across industries.

CERTIFICATIONS

- Fundamentals of Digital Marketing (Google Digital Garage, 9/2020)
- Google Analytics for Beginners (Google Analytics Academy, 9/2020)

EDUCATION

- Bachelor of Science, Sports Medicine/Athletic Training – Marietta College, Marietta, OH
- Master of Education, Sports Management/Administration – Springfield College, Springfield, MA
 - 30+ hours completed toward M. Ed.