

CAROLINE HERMAN

CONTACT

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carolineherman.com

OVERVIEW

Adaptable copywriter with a proven track record for crafting compelling content and demonstrated expertise in developing impactful copy for multi-channel campaigns.

EDUCATION

University of Central Florida

Bachelor of Arts in Advertising and Public Relations, 2019
Public and Professional Writing Certificate, 2019

ADDITIONAL EDUCATION

Alex Cattoni's Copy Posse Launch Pad

January 2021 - June 2021

Institute of Integrative Nutrition

January 2022 - August 2022

EXPERIENCE

Freelance Copywriter

Nov. 2021 - Present

- Turn niche topics into easily digestible, brand-aligned content
- Stay updated on industry trends to deliver timely content
- Apply SEO best practices for enhanced visibility

University of the People

Email Marketing Content Writer | Sept 2022 - Present

- Develop impactful copy for various channels, including email, SMS, push, landing pages, and chatbot
- Create content for various audiences with a global and culturally sensitive approach
- Continuously optimize content by crafting compelling copy and conducting A/B testing
- Collaborate with other departments to create email funnels, user journeys, and single communications

Qeepsake

Copywriter | January 2022 - June 2022

- Crafted copy for multiple touchpoints, including email, social media, and company blog
- Reported to Senior Brand Strategist with campaign concepts
- Coordinated with Graphic Designer to plan and execute monthly editorial calendar content

Statusphere

Senior Sales Copywriter | March 2021 - October 2021

- Created email pitch sequences to send to leads through HubSpot
- Collaborated with sales team to understand and effectively address client pain points
- Utilized various channels to source appropriate brand contacts
- Promoted to Senior Sales Copywriter after maintaining highest client conversion rate for 7 months