

# DYLAN MULLINS

COPYWRITER + CONTENT STRATEGIST

## CONTACT

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📍 Chicago, IL

## EDUCATION

Bachelor of Arts in Creative Writing  
Berea College, 2017

## SKILLS

Content Ideation

SEO Strategy and Writing

SEMRush

Keynote

Google Analytics

Microsoft Suite

Radar

UX Strategy

BrightEdge

## AWARDS/CERTIFICATES

2020 - US Vanguard, Best Content  
Campaign Shortlist - Southwest  
Airlines "Here, There &  
Everywhere"

Google Ads Certified, 2019

BrightEdge Certified, 2019

## EXPERIENCE

### CREATIVE COPYWRITER

*Kettle, Code and Theory | Apr 2022 - Present*

- Words for Apple, including campaigns and landing pages for Apple at Work, Apple Music for Artists, Apple Books for Authors, Apple Security, and more.
- Copy edit super technical research papers and conference posts in the Machine Learning and AI space on the Apple Machine Learning site.
- Other brands: Universal and Discover Student Loans

### SEO SENIOR COPYWRITER

*Publicis Media, Performics | Apr 2021 - Apr 2022*

- Developed data- and SEO-driven content strategies and created original content for a variety of B2B and B2C audiences, including Verizon, Microsoft, GSK & CenturyLink.
- Manage & mentor a team of junior copywriters to execute content production.
- Present work both to internal teams and to the client, defending thinking, understanding feedback, and making necessary changes to meet deadlines.

### SEO COPYWRITER

*Publicis Media, Performics | Dec 2018 - Apr 2021*

- Wrote strategic long-form content and microcopy that employs SEO best practices to maximize reach for clients like Verizon, Southwest, GSK, & Microsoft.
- Conducted on-page content optimizations (keyword usage, meta data, internal linking, etc.).
- Used analytics tools including BrightEdge, Google Keyword Planner, Google Trends, and SEMrush to conduct research and support content recommendations.

### MARKETING MANAGER

*O'Hara's Son Roofing | Mar 2018 - Nov 2018*

- Completed website redesign in 1 month, increasing unique monthly visitors from 500 to 1,300 and page views by 147%.
- Managed the development of marketing materials and programs which include collateral design, new product launches, proposals, and company presentations.

### MARKETING ASSISTANT

*Read It & Eat | Jun 2017 - Mar 2018*

- Increased social media engagement, initiating a gain of 500+ followers on Instagram, 90,000 organic impressions on Facebook, and 58,000 organic impressions on Twitter.
- Designed and wrote 45 email campaigns via Mail Chimp to over 3,500 subscribers that averaged 20.3% open rate and a 1.8% click rate.

### EDITORIAL ASSOCIATE

*Appalachian Review | Jul 2014 - May 2017*

- Assisted in a company re-branding campaign that included a new website, marketing collateral, and comprehensive brand identity package.
- Served as liaison in the printing and distribution of the magazine with over 6,000 readers.