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

 ${\bf BrightEdge}$

AWARDS/CERTIFICATES

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

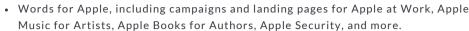
Google Ads Certified, 2019

BrightEdge Certified, 2019

EXPERIENCE

CREATIVE COPYWRITER

Kettle, Code and Theory | Apr 2022 - Present



- Copy edit super technical research papers and conference posts in the Machine Learning and Al 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.

