

MALENE JORGENSEN | COPYWRITER, CONTENT CREATOR, SEO SPECIALIST

Located in Hamilton, ON, Canada. | Phone: 647-331-0032 | Email: thecopywritingcafe@gmail.com

CAREER FOCUS: Senior copywriter with a firm grasp of online writing, SEO, Google algorithms, brand voice and corporate messaging using primarily online and social media platforms. Possesses exceptional writing, editing and research skills that enhance e-commerce and article-based marketing.

AREAS OF EXPERTISE: Marketing and sales-based articles, journalistic articles with high strategic SEO formatting, content creation, social media posts with engagement focus, email marketing and list building strategies, editorial content, marketing planning and strategy, proofreader, ghostwriter, and listicles.

PROFESSIONAL EXPERIENCE:

07/2018 - Current TAG Digital Marketing

- Work alongside the account manager and director of account services to create copy for client websites, including website copy, call-to-action content, and marketing-based content.

03/2018 - Current FanSided.com

- Research, write and edit content for the Entertainment Division for FanSided.com. Works as the “expert” (editor-in-chief) role for two web properties. Responsible for writing engaging content to drive page views for ad-driven revenue. Use Google Trends and SEO strategy to optimize content for search engines, Google News, FlipBoard, and Apple News.

07/2014 - 03/2018 Inquisitr.com

- Researched, wrote, and edited engaging news-related content for journalistic web-property. Worked as a contributor, writing trending news content. Researched using trending topics, created must-read news pieces and strategy keywords to optimize content for search engines and readers.
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ACCOMPLISHMENTS AND AWARDS:

- Twice nominated for CBC’s Future 40 Under 40 Award (One long-list and one short-list placement)
 - Nominated for YMCA’s Women of Distinction Award for Entrepreneurship
 - Written several books about online writing, social media marketing and web development sold worldwide
 - Runs TheCopywritingCafe.com for copywriting services and NUtunity.com for marketing advice
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EDUCATION:

- 2018-2019** Certificate in Public Relations (ICS of Canada)
 - 2007-2009** Master’s Degree in Language Psychology (University of Copenhagen, Denmark)
 - 2003-2007** Honours Bachelor of Arts Degree in English (University of Windsor, Ontario)
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SKILLS: Mac Pages, Microsoft Office, Wordpress, Google News (for content submissions), Google Trends, e-commerce, social media marketing, SEO, Aweber, AP writing style, team player, and a positive attitude.

REFERENCES AVAILABLE UPON REQUEST

Check <https://thecopywritingcafe.ca> for testimonials from clients.