

# Linda Gilmore

## **Freelance Business Copywriter**

Lancaster, NH 03584

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+1 210 251 6761

Experienced content creator, copywriter, and advertising/marketing specialist. Independent, self-starter with excellent presentation and collaboration skills.

Authorized to work in the US for any employer

## Work Experience

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### **Founder and Owner**

MediaLinda Marketing and Advertising - Lancaster, NH

December 2014 to Present

- Plans, manages and executes all advertising functions for clients, including media buys and social media.
- Adaptably handles important branding functions such as content creation, reputation management, social media publishing, and customer engagement.
- Basic website design and maintenance.
- Online advertising strategy and placement.

### **Freelance Copywriter**

TopRank Marketing - Minneapolis, MN

April 2021 to August 2022

- Freelance copywriter specializing in B2B content suitable for senior-level executives.
- Researched and curated articles and drafted commentary for publication on social media
- Worked to weekly and daily deadlines.
- Collaborated remotely with team members via Google Sheets, Slack, and Zoom.

### **Administrative Assistant and Marketing Support**

RE/MAX Northern Edge Realty LLC

November 2019 to December 2020

- Social media and marketing content creation and management
- Office management, customer service, record maintenance

### **Account Executive**

S4T Group - Boca Raton, FL

October 2013 to November 2014

- Acquired new customers through telephone and personal sales.
- Developed websites and digital advertising campaigns.

## Education

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### **M.B.A.**

University of Maine - Orono, ME

### **Bachelor's in Sociology**

Bates College - Lewiston, ME

## Skills

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- Content Creation
- Contract Negotiation
- Digital Marketing
- Social Media Management
- Microsoft Office
- Branding
- Copywriting
- Sales Management
- Blogging
- Content Management
- Hootsuite (4 years)
- Canva (1 year)
- SEM (10+ years)
- Leadership
- Analysis skills
- Marketing automation
- Content marketing
- Google Ads
- Facebook Advertising
- Creative writing
- Graphic design
- Market Research
- Google AdWords
- Proofreading
- PPC Campaign Management
- iOS
- Customer support
- CRM software
- Content Development
- B2B Sales (10+ years)