

# RUSSELL A. SIMON

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## Core Competencies

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Content Strategy • SEO/AEO/GEO Optimization • AI-Assisted Content Creation • CDP-Driven Personalization • B2B Marketing • Editorial Leadership • Web & UX Copy • Multichannel Campaigns • Data-Driven Optimization • Brand Positioning • Cross-Functional Collaboration • WordPress & CMS Governance

## Work History

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### **BetMGM LLC – Senior Copywriter** 3/2022 to 8/2024

- Contributed to record active users and more than \$1.2B in annual revenue as lead writer for [BetMGM](#)'s U.S. Casino operations, named EGR's Casino Operator of the Year for 2022-24
- Drove process enhancements, including copy and design alterations, that resulted in clearer, more effective player communications
- Developed and proposed a 13-month marketing strategy aimed at converting millions of new customers by leveraging MGM Resorts' partnership with Formula 1's Las Vegas Grand Prix
- Played an integral role in launching BetMGM's VIP Next Gen loyalty/rewards program

### **Educational Content Writer – Senior Copywriter** 3/2021 to 9/2021

- Web copy, landing pages, and email marketing for Scholastic Corp. and Wiley Education Services

### **Publishers Clearing House – Senior Copywriter** 9/2014 to 4/2020

- Delivered 3,000+ projects per year (banner ads, emails, scripts, site/app copy, internal communications) as part of a cross-functional team tasked with developing solutions for a variety of markets/demographics
- Created highly targeted messaging that delivered a 2,331% increase in digital acquisition
- Generated more than \$40MM in revenue through original, interactive sweepstakes promotions
- Targeted a new revenue stream by developing a spinoff site aimed at less-engaged demographics

### **Educational Testing Service – Web Content Writer** 7/2009 to 9/2014

- Created original copy for [ETS.org](#) rebranding, including product UX copy for the GRE, TOEIC, and TOEFL exams
- Full site copy for [Washington ProTeach Portfolio](#), the state's first online teacher licensure program

### **Bloomberg LP – Senior Copywriter** 9/2012 to 2/2013

- Created 2014 national recruiting campaign, including *What We Do* theme and *Make Your Mark* tagline
- Implemented template-based system for email campaigns, sales guides, and sell sheets

### **World Education Services – Copywriter** 11/2011 to 2/2012

- Spearheaded copy for rebranded website reflecting multinational brand, marketing, and messaging strategies

### **Accoona Corporation – Senior Copywriter** 5/2007 to 6/2009

- Lead copywriter for website, social, and promotional copy for search, eCommerce, and lead generation platforms
- Drove editorial opportunities by pitching and developing a speaker's bureau and editorial calendar

### **GoalQuest – Managing Editor** 4/2005 to 5/2007

- Created and directed interactive enrollment and retention programs for colleges and universities nationwide
- Managed a small staff of freelance writers and editors

## Public Relations

1991 to 2002

- Agency (Publicis PR, Ruder Finn) & in-house (Google, E\*TRADE, Armor All, TGI Friday's) experience in New York, Dallas, Palo Alto, and Jerusalem
- Experience in media relations, high tech, pharma, CPG, restaurant/hospitality, education, B2B/B2C

## Certificates

**Python for AI**

**Generative AI: Prompt Engineering for ChatGPT**

**Casino Employee, N.J. Division of Gaming Enforcement**

**Teaching Certificate**, English/Language Arts/Reading 4-8

## Education

**Bachelor of Arts**: Political Science, Philosophy & English

**The University of Michigan** - Ann Arbor, MI

**Non-degree program**: Early Childhood Education

**Texas Woman's University** - Denton, TX