

RUSSELL A. SIMON

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Core Competencies

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

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 <i>What We Do</i> theme and <i>Make Your Mark</i> 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