

 704 497 4232
[LinkedIn Profile](#)

 skgreenberg1@gmail.com
www.iusemywords.com

PROFESSIONAL SUMMARY

15+ years of optimizing campaigns for B2B and B2C audiences, achieving up to a 40% boost in engagement. Expert in developing clear, concise copy across email, UX and social media channels that reinforce brand voice and direct marketing strategies. Proven leader managing multiple projects and mentoring teams, enhancing content quality and reducing revision cycles by 25%.

PROFESSIONAL EXPERIENCE

FREELANCE COPYWRITER

2023 - PRESENT

- Crafting B2B email copy for **Linqd**, boosting open rates by 20% by reinforcing consistent brand messaging, aligning copy with digital marketing strategies, and ensuring a cohesive brand voice.
- Creating SEO blog content for **BILDIT**, increasing audience engagement by driving engaging narratives, upholding brand voice and integrating social media insights to refine SEO content strategy.

SENIOR UX WRITER

ROCKET COMPANIES // 2021 - 2023

- Collaborated in Figma with designers to streamline authentication experiences, enhancing security compliance and client trust.
- Co-created a credit onboarding experience that boosted enrollment by 40% and a two-factor authentication rollout with an enrollment of over 2.5 million accounts and a 94% login success rate.
- Partnered with designers to optimize bank account linking, increasing success rates by 14% and reducing support tickets by 36%.
- Overhauled the privacy policy and California Do Not Sell My Personal Information pages to comply with the California Privacy Rights Act.
- Wrote a series of emails to educate clients on how to boost their credit scores.
- Refined UX copy to meet usability standards and improve overall content clarity, while documenting the process in Airtable.



704 497 4232

[LinkedIn Profile](#)



skgreenberg1@gmail.com

www.iusemywords.com

PROFESSIONAL EXPERIENCE

DIGITAL COPYWRITER / EDITOR (CONTRACT)

LPL FINANCIAL // 2020 - 2021

- Wrote Strategic Wealth Services microsite content, aligning with brand goals to boost user engagement.
- Edited blog posts in WordPress to improve clarity and SEO, boosting reader engagement by 15%.
- Utilized Adobe Experience Manager to curate Resource Center content.
- Optimized information architecture to streamline navigation.

SENIOR WEB COPYWRITER

BELK.COM // 2010 - 2020

- Developed SEO-rich promotional content in ProtoShare and Workfront for homepage, channel pages and email campaigns, driving a 20% increase in conversions.
- Wrote UX and interactive content, enhancing digital user experience.
- Served as interim copy manager (2014-2015), reducing revision cycles by 10% through consistent oversight.
- Partnered with stakeholders to develop concise marketing messages aligned with brand objectives.
- Mentored new copywriters on internal processes and tools, ensuring consistency amongst the copy team and leading to a 30% improvement in team efficiency.

EDUCATION

MICHIGAN STATE UNIVERSITY

B.A. in Telecommunications

SKILLS / TOOLS

Copywriting | Editing | Proofreading | AI | QA | SEO | Marketing | Advertising |
Direct Marketing | Social Media | Content Strategy | Brand Voice | Usability
UX Writing | Content Design | Adobe Experience Manager | Figma | Airtable
ProtoShare | Workfront | WordPress | Squarespace | Chat GPT | Claude | Grammarly