



704 497 4232

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sgreenberg1@carolina.rr.com
www.iusemywords.com

ABOUT ME

Versatile and **collaborative Senior Copywriter** with over 15 years of experience writing content for brands like **Belk, Rocket Mortgage** and **Lowe's**.

WORK EXPERIENCE

FREELANCE COPYWRITER

LINQD // 2024 - PRESENT

Writing B2B email copy that increases open rates and engagement, and effectively **supports brand messaging** while **driving customer action**.

FREELANCE COPYWRITER

BILDIT // 2023 - 2024

Wrote SEO blog content that **aligns with brand voice** and enhances online presence to drive audience engagement.

SENIOR UX WRITER

ROCKET COMPANIES // 2021 - 2023

Collaborated in **Figma** with designers on identity and authentication experiences that **ensure legal compliance, boost client trust, enhance security, streamline processes** and simplify privacy requests.

Worked on a new credit onboarding experience that **increased enrollment** in the credit monitoring program **by 40%**.

Helped create a two-factor authentication experience, resulting in **over 2.5 million accounts enrolled** while maintaining a **94% login success rate**.

Collaborated in **Figma** with designers on a bank account linking experience that **increased success rates by 14%, leading** to a **36% reduction** in customer support tickets.

Overhauled the privacy policy and California Do Not Sell My Personal Information pages to comply with the California Privacy Rights Act.

Helped to create a program that **educates clients** with lower credit scores on how to rebuild credit, become eligible for approval, and **navigate the overall home-buying process**.



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WORK EXPERIENCE

DIGITAL COPYWRITER / EDITOR (CONTRACT)

LPL FINANCIAL // 2020 - 2021

Wrote content for the Strategic Wealth Services microsite, **aligning with organizational goals** and **enhancing user engagement**.

Edited blog posts to ensure clarity, coherence, brand voice alignment and overall content quality.

Assisted in the curation of Resource Center content, contributing to a **comprehensive repository of informative materials** for advisors.

Assisted with information architecture as needed.

SENIOR WEB COPYWRITER (2016-2020 | WEB COPYWRITER (2010-2016)

BELK.COM // 2010 - 2020

Wrote promotional content for the homepage, channel pages and targeted email campaigns, **enhancing user engagement** and **driving conversions**.

Developed UX content, interactive content and app push notifications to **boost user experience** and facilitate clear communication.

Served as **interim copy manager** from **2014-2015**, providing oversight and **approval of all content** on Belk.com.

Collaborated with merchants, directors, designers, producers and content strategists to create clear, concise marketing message solutions that **align with** brand objectives.

Attended weekly review meetings to **present a unified vision** and progress updates to leadership, ensuring **alignment with overall goals**.

Trained new copywriters on internal processes and tools to ensure **consistency** amongst the copy team.

Wrote product descriptions that effectively detailed features and benefits, contributing to **increased sales and customer satisfaction**.

EDUCATION

MICHIGAN STATE UNIVERSITY

B.A. in Telecommunications