

SCOTT GREENBERG



704 497 4232

[LinkedIn Profile](#)

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sgreenberg1@carolina.rr.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

LINQD // 2024 - PRESENT

Crafting B2B email copy that boosts open rates by 20% while reinforcing consistent brand messaging, aligning copy with digital marketing strategies, and ensuring a cohesive brand voice.

FREELANCE COPYWRITER

BILDIT // 2023 - 2024

Created SEO blog content that increased audience engagement by 15% while upholding brand voice, integrating social media insights to refine SEO content strategy, and driving engaging narratives.

SENIOR UX WRITER

ROCKET COMPANIES // 2021 - 2023

Collaborated in **Figma** with designers to **streamline** authentication experiences that **enhance security compliance** and **client trust**.

Co-created a credit onboarding experience that **boosted enrollment by 40%**.

Co-created a two-factor authentication rollout, **enrolling over 2.5 million accounts** with 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, documenting the process with a content management system.

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PROFESSIONAL EXPERIENCE

DIGITAL COPYWRITER / EDITOR (CONTRACT)

LPL FINANCIAL // 2020 - 2021

Authored **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 with that **enhanced the advisor resource repository by 20%.**

Optimized information architecture to **streamline navigation.**

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

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.

Produced UX and interactive content that **enhanced digital user experiences.**

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 to ensure **consistency.**

EDUCATION

MICHIGAN STATE UNIVERSITY

B.A. in Telecommunications

SKILLS / TOOLS

Copywriting | Editing | Proofreading | QA | Marketing | Advertising | SEO

Direct Marketing | Social Media | Content Strategy | Brand Voice | Usability | UX

Writing | Content Design | Adobe Experience Manager | Figma | Wix ProtoShare |

Workfront | Workday | WordPress | Squarespace | GoDaddy | Chat GPT | Grammarly