

KEVIN GOODGER

SUMMARY

Experienced Marketing Copywriter and Content Specialist with expertise in creating impactful B2B and B2C content across finance, tech, and consumer sectors. Skilled in crafting clear, persuasive messaging for digital and print channels and aligning content with business goals to drive engagement and enhance brand reputation. Skilled in owning content strategies, improving conversion rates, and leveraging AI tools to optimize processes and elevate content quality.

EXPERIENCE

Marketing Copywriter & Content Specialist

Bond Brand Loyalty | Toronto, ON | July 2022 - Current

- Created conversion- and SEO-focused content for clients, collaborating closely with account and design teams to brainstorm ideas, develop concepts, and articulate messaging.
- Presented strategies, concepts, and final deliverables to internal and client teams.
- Increased open rates and sales by over 15% and 10%, respectively, using action-oriented language and CTAs.
- Assisted in tone and voice rebrands for multiple high-profile loyalty programs.

Junior Marketing Copywriter

Motum B2B | Toronto, ON | November 2019 - July 2022

- Conceptualized and developed communications for B2B clients across various industries.
- Researched and analyzed technical product offerings through interviews with subject-matter experts and in-depth secondary research before creating value-focused content.
- Assisted in generating \$10+ million in sales through leads generated via contact forms in top-of-funnel content.
- Multiple pieces featured in CMA (Canadian Marketing Association) newsletters.

Journalist

The Dialog News | Toronto | August 2018 - March 2019

- Wrote and edited articles and managed both print and digital publications.
- Interviewed sources and conducted in-depth research on topics including news, current events, politics, science, technology, and sports.
- Recipient of the John H. MacDonald Award for Excellence in Student Journalism.

Digital Marketing Specialist

My Wine Canada | Toronto | May 2018 - September 2018

- Developed and distributed engaging posts across multiple digital channels, including social media, blogs, and email, to focus on SEO and growth.
- Designed and deployed digital marketing campaigns to new and existing customers, and aided in business strategy to promote high-end Canadian wines and wineries.
- Created and executed a content marketing strategy that increased website traffic by 10% and drove an additional 500+ conversions.

DETAILS

📍 Toronto, Canada M5V0N4

🔗 kevingoodger.com

🔗 [LinkedIn](#)

SKILLS

- Project Management
- Writing & Editing
- Corporate Communications
- Brand Messaging
- Content Marketing
- Search Engine Optimization (SEO)
- Content Strategy
- Canva
- Hubspot
- Office Suite
- Research & Interviewing
- Content Curation
- Social Media Marketing
- Email Marketing
- Script Writing

EDUCATION

Digital Media Marketing Certification with Co-Op

George Brown College, Toronto
February 2019

Bachelor of Commerce Marketing

University of Windsor
Graduated with Honors
May 2016