

# Kirk R. Fuller

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## EXPERIENCE

### **The Mannik Smith Group, Canton, MI- Copywriter**

2023-2025

Authored and edited B2B advertising material for print, digital, and trade-show presentation use. Generated long-form web copy for the MSG homepage and article pages to boost site ranking, as well as prepared and proofread proposals for corporate campaigns; particularly those involving automotive clients such as Ford and Toyota. Designed short-form infographics, video scripts, and further content for social media PSAs and branding campaigns across the MSG departments: Survey, Environmental, Geotechnical, and Project Management. Proofread and finalized project summations. Ghostwrote for senior staff. Conducted research, compiling best practices to write employee protocol guidelines and investigating potential clients to write proposals.

- Assisted in acquiring Toyota for their 2024-2025 Michigan plant expansions
- Helped generate \$1.4 million in revenue from Ford engineering services
- Achieved an 18% increase in new ISO 14001 audit leads, a 14% increase in ISO 45001 audit leads, and an 8% increase in ISO 9001 audit leads for ACSC subsidiary

### **Downriver Community Clinic, Wyandotte, MI - Content Manager**

2021-2023

Wrote, conducted, and filmed staff testimonials for local television spots. Maintained continuous website updates, as well as wrote SEO-boosting landing-page copy. Researched local patient issues and wrote various patient-facing blog spots and after-care UX instructions. Created and managed a new social media calendar in addition to creating multiple new content lines. Organized direct response email index and designed campaigns for both donors and patients. Created clear brand guidelines and formats to match past branding and ensure future cohesion. Monitored KPIs of various marketing campaigns and adjusted as most efficient.

- Boosted website traffic by 30%
- Contributed to the largest end-of-year fundraising goal ever achieved by the clinic
- Signed a 13% increase in new loyalty donors
- Acquired 3 new Platinum-level donors

## EDUCATION

### **University of Michigan Dearborn - MI**

**Degree:** Bachelor of Business Administration  
**Major:** Marketing  
**Dean's List** (2020)

### **Washtenaw Community College - MI**

**Degree:** Associate in Science  
**Major:** Business Communication  
**Dean's High Honor Roll** (2018, 2019)

## SKILLS

### **Core**

Long/Short Form Writing  
Content SEO  
B2B Copywriting  
Direct Response Copywriting  
Email Marketing  
Technical Writing

Proofreading  
Brand Management  
Subject Research  
Social Media Management  
Client Relations  
Graphic Design

### **Technical**

A.P. & Chicago Styles  
Google Workshop  
Microsoft 365 Suite  
Adobe Creative Cloud