

# Crystal Amar

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## Dynamic Copywriter Specializing in Captivating Copy that Converts and Engages Audiences

An AWAI certified Copywriter specializing in persuasive marketing copy and dynamic website content. writing that gets noticed, and drives organic traffic.

### Accomplishments

#### Crystal Amar Writer

- Exceptional writing skills
- Proficiency in grammar, punctuation, and style
- Ability to understand and adapt to different tones and brand voices
- Strong research skills to gather information for content creation
- SEO knowledge for writing web content
- Creativity and originality in generating ideas and concepts
- Attention to detail for proofreading and editing
- Understanding of marketing principles and consumer psychology
- Time management and ability to meet deadlines
- Collaboration and communication skills for working with team members and clients
- Knowledge of various content formats
- Data analysis skills to measure the effectiveness of copy and make improvements..

#### Nevernaire Media Group - CEO

- Head writer for the popular Underground Hip hop blog - Nevernaire
- Host of Crystallized Beats podcast
- Promotion of Indie musicians through social media and music platforms
- Obtaining hip hop celebrity guests and performing interviews for podcast
- Copywriting services offered for Indie musicians
- Website design and up keep using WordPress
- Marketing & advertising through social media
- Social media management

#### The Crystal Trip shop - Owner

- Marketing & advertising through social media posts and PPC ads
- Social Media Management
- Perform all tasks necessary for Etsy shop upkeep
- Head writer for The Crystal Trip blog
- Website design
- Inventory control through website backend

## Education

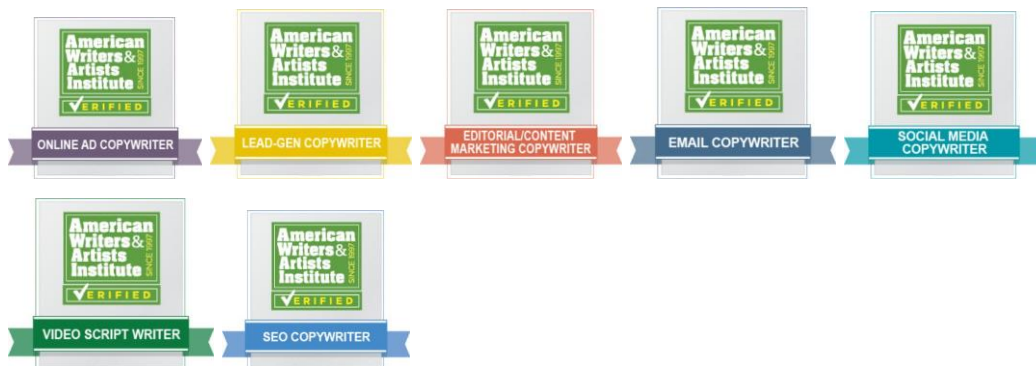
2010-2012

SNHU - Manchester, NH - Marketing & Social media  
Management

2002-2005

SSC - Salem, MA - Psychology

## Certifications



## Links

Nevena Media Group | [nevena.com](http://nevena.com)

The Crystal Trip shop | [thecrystaltrip.etsy.com](http://thecrystaltrip.etsy.com)

The Crystal Trip blog | [thecrystaltripshop.com](http://thecrystaltripshop.com)