Mikenzi Ross

Copywriter & Content Marketing Specialist SaaS | B2B | DTC | FinTech | CX | UX | Real Estate | Marketing



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story-telling strategies that makes copy work like magic! It's my mission to transform "Data and Descriptions" into "Journeys" that your audience will never forget. I've Helped Brands...

copywriting experience taught me how to infuse imaginative

Increase multiple client open rates to 40% or higher

- Increase engagement and topical authority with SEO-optimize content
- Audit and develop SEO strategies to increase traffic and authority
- Develop actionable processes that optimize project timelines and ensure consistency



Sales & Landing Pages

- Long-form Authority
- **Building Content** Search Engine
- Optimization • Graphic Design
- Markup Langauge
- Execution

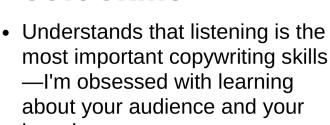
Video Scripts

Content Strategy &

- Project management processes that ensure
- doubt. **Education**

clear communication and

deadlines are never in



about your audience and your

Soft Skills

- brand Proactive communicator who's never afraid to ask too many questions
- but and independently Positive, supportive, and loves making work fun

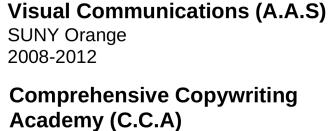
Thrives in team environments,

 Loves learning new industries and delving into the details that often get overlooked

continuous growth

 Adaptable and accommodating but won't "yes man" you

An active learner who thrives on



Nicki Krawczyk | Filthy Rich Writer 2020

Copy Caboose Tarzan Kay | TKG 2021

Software Proficiencies

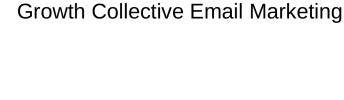
Writing

Assets

Google Docs

CMS Platforms

WordPress



Email

Marketing

ConvertKit

Certifications

HubSpot Content Marketing

HubSpot SEO

SEO

Tools

Google

Analytics

Google

Trends

Project

Mgt

Asana

Sunsama

MailChimp **SquareSpace** MS Word

Wix	Grammarly	HubSpot	Ubbersuggest	Notion
GoDaddy	Hemmingway Editor	,	Answer The Public	Monday.con
	Ghost		Google Search Console	Base Camp
	HubSpot			ClickUp
Design S	Software	Proficier	ncies	

The Design Project

References | Danielle Yruegas, Whitney Rudeseal Peet





Profound Marketing

Reference | Alexis Wisniewski



Fineline Settings | Marketing Assistant | 2013-2020

content, and design for multiple campaigns. Product descriptions, Long-form

content, print copy, catalogs and brochures, email campaigns, internal







References | Danielle Christiano & Heather Brush Role | Worked directly with Marketing VP and C-Suite to develop copy,

campaigns (and more.)

The Design Project

In-House Experience

Freelance Experience I've had the honor of working for a variety of major e-commerce, luxury, education, non-profit, and hospitality brands. Here are a few

examples, but I'm happy to supply additional samples upon request! :)

• Project Scope: Website copy, newsletters, white papers,

• Results: Increased engagement and authority while

leading brand voice development and consistency.

articles, case studies, branding copy

ScaleStack | SaaS • Project Scope: On-going Content Marketing support, consultation, and implementation.

Results: Increased engagement and authority with SEO-

optimized blog content and email marketing.

organic traffic through copy editing and SEO

implementation to highly-technical SaaS articles.

• Project Scope: On-going content support

• Results: Helped establish topical authority and increase

OnePitch | PR Platform

into relevant topics.

Eltima | SaaS

 Project Scope: On-going content support • Results: Content strategy development and

increased engagement, and provided high-value insight

"Our exceptional content and marketing is all thanks

our industry and customers has been instrumental in

setting us up for success. She is always a joy to work

Kenz lives in the UFO capitol of the US (nope, it's

not Roswell) schedule an interview to find out!

Kenz has 2 brothers with the same first name

to Mikenzi. The way she tapped into understanding

implementation that contributed to topical authority,

with, and brings such a positive attitude to everything she does." -Dianne Eberhardt, Founder of The Design Project

Weird (100% true) facts about Kenz

Kenz grew up in a traveling band

THANK YOU

FOR CHECKING OUT MY RESUME.

I CAN'T WAIT TO SPEAK WITH YOU!