

Mikenzi Ross

Copywriter & Content Marketing Specialist

SaaS | B2B | DTC | FinTech | CX | UX | Real Estate | Marketing



mikenzi@kopybykenz.com

(845) 600-5793

Kopybykenz.com

LinkedIn: Mikenzi Ross

Twitter: @kopybykenz

20+ years of creative writing, and 10 years of professional copywriting experience taught me how to infuse imaginative 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...

- 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

Hard Skills

- Email Marketing
- Sales & Landing Pages
- Long-form Authority Building Content
- Search Engine Optimization
- Graphic Design
- Markup Language
- Content Strategy & Execution
- Video Scripts
- Project management processes that ensure clear communication and deadlines are never in doubt.

Soft Skills

- Understands that listening is the most important copywriting skills —I'm obsessed with learning about your audience and your brand
- Proactive communicator who's never afraid to ask too many questions
- Thrives in team environments, but and independently
- Positive, supportive, and loves making work fun
- Loves learning new industries and delving into the details that often get overlooked
- An active learner who thrives on continuous growth
- Adaptable and accommodating but won't "yes man" you



Education

Visual Communications (A.A.S)
SUNY Orange
2008-2012

Comprehensive Copywriting Academy (C.C.A)
Nicki Krawczyk | Filthy Rich Writer
2020

Copy Caboose
Tarzan Kay | TKG
2021



Certifications

HubSpot SEO
HubSpot Content Marketing
Growth Collective Email Marketing

Software Proficiencies

| CMS Platforms | Writing Assets | Email Marketing | SEO Tools | Project Mgt |
|---------------|------------------|-----------------|-----------------------|-------------|
| WordPress | Google Docs | ConvertKit | Google Analytics | Asana |
| SquareSpace | MS Word | MailChimp | Google Trends | Sunsama |
| Wix | Grammarly | HubSpot | Ubbersuggest | Notion |
| GoDaddy | Hemingway Editor | | Answer The Public | Monday.com |
| | Ghost | | Google Search Console | Base Camp |
| | HubSpot | | | ClickUp |

Design Software Proficiencies



Agency Experience

Comma Copywriters

References | Danielle Yruegas, Whitney Rudeseal Peet

Profound Marketing

Reference | Alexis Wisniewski

The Design Project

Reference | Dianne Eberhardt

In-House Experience

Fineline Settings | Marketing Assistant | 2013-2020

References | Danielle Christiano & Heather Brush

Role | Worked directly with Marketing VP and C-Suite to develop copy, content, and design for multiple campaigns. Product descriptions, Long-form content, print copy, catalogs and brochures, email campaigns, internal campaigns (and more.)

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! :)

The Design Project

- **Project Scope:** Website copy, newsletters, white papers, articles, case studies, branding copy

- **Results:** Increased engagement and authority while leading brand voice development and consistency.

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.

Eltima | SaaS

- **Project Scope:** On-going content support
- **Results:** Helped establish topical authority and increase organic traffic through copy editing and SEO implementation to highly-technical SaaS articles.

OnePitch | PR Platform

- **Project Scope:** On-going content support
- **Results:** Content strategy development and implementation that contributed to topical authority, increased engagement, and provided high-value insight into relevant topics.

"Our exceptional content and marketing is all thanks to Mikenzi. The way she tapped into understanding our industry and customers has been instrumental in setting us up for success. She is always a joy to work 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 lives in the UFO capital of the US (nope, it's not Roswell) schedule an interview to find out!
- Kenz grew up in a traveling band
- Kenz has 2 brothers with the same first name

THANK YOU

FOR CHECKING OUT MY RESUME.
I CAN'T WAIT TO SPEAK WITH YOU!

