**Annie Krug**

Copywriter & Content Writer

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**CAREER SUMMARY**

Copywriter and content writer with over 10 years of experience writing for a wide variety of industries and companies. Reputation for creating copy that both delights and converts. Proficient in Word, Excel, Google Docs, WordPress, HubSpot, and Hootesuite.

**KEY SKILLS**

* Copywriting
* Content writing
* Content strategy/brand voice
* Copyediting/proofreading
* B2B & B2C
* SEO
* Social media
* Chicago & AP style
* CTAs

**EXPERTISE**

Email campaigns, landing pages, web content, blog posts, ads (print and digital), catalogs/lookbooks, information and buying guides, brochures, newsletters, articles, and product descriptions.

**WRITING EXPERIENCE**

**Freelance Copywriter and Editor**

*Self-Employed, US* 11/2007–Present

Industries I’ve written for include luxury goods, ecommerce, digital storytelling, biotech, green/energy efficiency, IT solutions and services, interior design, home and garden, and food and beverage. In this role, my core activities include:

* Working directly with the client to craft or maintain their unique brand voice, helping them achieve their business goals through engaging copy and on-point messaging
* Writing email campaigns, landing pages, web content, blog posts, social media posts, print/digital ads, online scripts, digital banners, catalogs, and brochures
* Editing two full-length book manuscripts (developmental edit) and one coffee table book manuscript (light edit)

***Some of my clients:***

* Thermo Fisher Scientific/Life Technologies, Inc.
* Renovate America
* Fashionphile

**Copywriter**

*Carlsbad Manufacturing Corporation, Carlsbad, CA* 8/2016–4/2019

Carlsbad Manufacturing Corporation is a family of exclusive home and garden, luxury furniture, landscape, and gift brands with both B2B and B2C clientele. As their copywriter, my core activities included:

* Establishing the brand voice for the company’s six major brands; maintaining each of the company’s fifteen unique brand voices across all copy (including a luxury brand with a readership of the world’s top interior designers)
* Creating engaging emails, ads (print and digital), catalogs, landing pages, newsletters, press releases, web content, social media posts, and product descriptions
* Helping to increase number of MQL (marketing qualified leads) for one brand by 40% in six months
* Crafting eye-catching ad copy for top print and digital publications like *Luxe*, *Veranda*, HGTV, and DIY Network
* Editing other contributors’ content for brand voice, clarity, grammar, and spelling

**Web Content Writer**

*Ceatus Media Group, San Diego, CA* 3/2015–5/2016

Ceatus Media Group is a digital marketing firm serving the world’s top healthcare practitioners. As their content writer, my core activities included:

* Writing landing pages, directory profiles, and blog posts for award-winning plastic surgeons, ophthalmologists and laser eye surgeons, dentists, and bariatric surgeons
* Ensuring that all copy reflected each doctor’s individual brand voice and messaging
* Utilizing SEO practices and trending industry topics to boost visibility and engage readership
* Editing other writers’ content for brand voice, clarity, grammar, and spelling

**EDUCATION & CERTIFICATIONS**

**Professional Certificate in Technical Communication, 2006**

UCSD Extension, La Jolla, CA

**HubSpot Academy certifications (valid until June 2021):**

* Inbound
* Content Marketing
* Email Marketing
* Social Media

**PUBLIC SPEAKING ENGAGEMENTS**

**National University, Carlsbad, CA**  2015

Accepted an invitation to give a lecture on “Effective Writing Tips” to Professor Martin Kruming’s English Composition class.