

KELLY C. RICHARDSON

professional copywriter | marcomm consultant | digital entrepreneur

643 CARLA COURT, SUITE 100
WINDER, GEORGIA, 30680-4909
678-859-2960 (V) 877-740-8036 (F)
KELLY.C.RICHARDSON@GMAIL.COM

COMPETITIVE EDGE

Over 15 years of creative and technical writing experience for a host of clients spanning a variety of industries | An impeccable branding, positioning and research background makes me a communications expert in almost any field | Proven record of multiplying leads, response and sales

PROFESSIONAL EXPERIENCE

Freelance Copywriter, KellyRichardsonCopywriting.com 2005 – Present
Sole Proprietor, Atlanta, Georgia

- Writing high-impact copy and content for a collection of clients that range from Fortune 500s to budding start-ups in multiple industries.
- Consulting with agencies, companies and organizations with respect to strategic development of advertising, marketing and public relations campaigns.
- Reached the six-figure income mark in just three years of full-time freelancing.

Company available at <http://kellyrichardsoncopywriting.com>

Director of Content and Syndication, Remote Position 2008 – Present
Linked Media Group, LLC, Penn Valley, California

- Managing 50-person writing team for web site content creation.
- Identifying small niche sites and hidden market segments.
- Developing content and social media components.
- Accelerating social media and moderating.
- Soliciting feedback, prioritizing and 'featurizing' for revenue-producing components.

Company available at <http://www.linkedmediagroup.com>

Freelance Copywriter, Remote Position 2003 – Present
QuinStreet Media, Inc., Reno, Nevada

- Creating copy for a wide network of quality, high-end web site directories on education, business services, travel, home, beauty and healthcare.
- Writing duties that span the gamut of the selling process: research, media, advertising, direct marketing, design services and internal.

Company available at <http://www.quinstreet.com/index.jsp>

Managing Editor, Remote Position 2006 – 2008
Intelective Communications, Penn Valley, California

- Managing 12-member copywriting team for various domain-building projects.
- Strategic planning of SEO best-practices for mid- to large-sized clients.
- Editing/revision of content based on organic SEO and readability requirements.

Company available at <http://www.intelective.com>

Expertise

Autoresponders
Blogging
Branding Articles
Brochures
Catalog Content
Commercials
Direct Mail
Email Series
Forum Mod
Ghostwriting
Organic SEO
Press Releases
Sales Letters
Speeches
Resumes/Bios
Web Content
White Papers

Industries

B2B/B2C
Career-building
Culture
Education
Government
Healthcare
Mar/Comm
Public Relations
Real Estate
Retail
Technology

Clients

BASF
Big Trends
Cardinal Health
ClipperWind
OceanWorks Int.
Cox Comm.
forBri Marketing
FX Trader
Google
Hatherleigh Press
Microsoft
Platinum Funding
Quest Diagnostics
The Design Factory
Velocity Fulfillment
Wells Fargo
Yahoo! Education

Find out more about my abilities and experience @ <http://www.linkedin.com/in/kellyrichardson>

Content Optimizer, Remote Position
1st on the List Promotions, Abbotsford, BC, Canada

2005 – 2007

- Optimizing web copy and content for Fortune 500 clients to increase organic search rankings, daily traffic hits, and lead-generation statistics.
- Consulting with managers, optimizing existing web copy, and creating new web copy for products and services: Seimon Networking and Telecomm

Company available at <http://www.1stonthelist.ca>

Copywriter, In-house Position
Red House Global Brand Architects, Alpharetta, Georgia

2003 – 2005

- Creating strategy-driven solutions that develop brands and deliver messaging in a memorable, creative execution for medical, high-tech, and retail marketing.
- Designing sites using the latest online media concepts, leaving a comfortable and non-intrusive environment for natural advertising opportunities.

Company available at <http://www.redhouseusa.com>

EDUCATIONAL PROFILE

Copywriting, Marketing & Branding, Professional Certification
American Writers & Artists, Inc., Delray Beach, Florida

2001 – 2003

Curriculum: AWAI Accelerated Program for Six-Figure Copywriting, AWAI FastTrack to Copywriting Success Bootcamp, AWAI Master's Copywriting Program, Nick Osborne Million Dollar Secrets for Online Copywriting

Education & Training, Master of Arts
Georgia State University, Atlanta, Georgia
GPA 4.0/4.0

2000 – 2001

English, Bachelor of Arts
Georgia State University, Atlanta, Georgia
GPA 3.3/4.0

1994 – 2000

PROFESSIONAL ACHIEVEMENTS

Marquis Who's Who in America, Ethical Marketing Practices, 2005

Published Work: *Football Training Like the Pros* | Author: Chip Smith | ISBN: 007159468X
Print ISBN: 0071488685 | Category: Sports | Publisher: McGraw-Hill

INDUSTRY ASSOCIATIONS

280Group | Alter-Ego Marketing Group | American Academy of Advertising | American Writers and Artists Institute | Art of Negotiating Strategy Forum | Atlanta Interactive Marketing Association | Big Idea Network | Blue Chip Expert | Content Wrangler Community | Creative Fortune Cookie Group | Creative Intensive Network | Expertise for Hire | FountainBlue | Green Communicators | Network eCadamy | Georgia Association of Educators | Law of Attraction in Business | NeuroLinguistic Programming (NLP) Techniques | Online Entrepreneurs | Search Engine Marketers | Street Tech | TechSoup NetSquared | Worldwide Independent Content Creators

Testimonials

"Kelly is a talented, top-notch professional, whose creative copy and concepts inspire readers to action. His broad understanding of marketing captures the concept of the project for quick turn-times."

--Mary Fran Blatchley
forBri Marketing | Design

"I've commissioned writing projects from Kelly many times. He's always creative, reliable and prompt. It's hard to imagine better qualities in a freelance writer/editor."

--Katrina Boyden
QuinStreet Publications

"Kelly did a great job for us and we'd highly recommend him to any company that needs great copy writing!"

--Lee Traupel
Linked Media Group

"Kelly has proven to be an excellent resource. He listened to my requirements and wrote incredibly effective copy. I appreciate his professionalism, his attention to detail and his ability to ask meaningful questions to clarify my needs."

--Chuck Kisse
Securus Private Client

"Prompt response, excellent communication and timely delivery. Kelly's integrity and precision are remarkable. The results speak for themselves: a powerful persuading sales copy."

--Stan Zekhov
Space Master Interiors

Find out more about my abilities and experience @ <http://www.linkedin.com/in/kellyrichardson>