

Kelly C. Richardson

Professional Copywriter | MarComm Consultant | Digital Marketer

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Summary

Kelly brings a wealth of experience in expert business writing, strategic search engine marketing, content optimization, Web analytics, business-oriented social media marketing, brand development, print and Web marketing strategies, and related services.

As a freelance copywriter, he's produced engaging content for Fortune 500s Google, Microsoft, Yahoo!, Cox Communications and Cardinal Health. Kelly holds graduate degrees in English and education/training from Georgia State University. With over 15 years of business-focused writing experience, he is a recognized expert in creative communications for direct mail and Web-based marketing campaigns.

His specialty industries include renewable energies, marine and subsea, high tech, travel and leisure, non-profit, retail, education, real estate and construction, traditional and holistic healthcare and wellness, automotive, finance, consumer goods and manufacturing.

He was also recognized by Marquis Who's Who in America (2005) for his contributions to best practices in responsible marketing and advertising.

Specialties

Web copy & content development, direct response copywriting, company branding and identity, hard-hitting headlines & enticing leads, social & viral marketing channels

Experience

Chief Executive Officer at DigitalReaction LLC

June 2009 - Present (4 months)

DigitalReaction LLC is a premiere global Internet marketing strategy firm based in Atlanta. We help build powerhouse brands through a diverse collection of Web2.0 tools and best-practices, as well as the 'tried-and-true' traditional marketing techniques that--through their incredible staying-power--have survived the throes of technological innovation.

Director of Content and Syndication at Linked Media Group, LLC

November 2008 - Present (11 months)

- Manage 50-person writing team for web site content creation.
- Identify small niche sites and hidden market segments.
- Develop content and social media components.

- Accelerate social media and moderating.
- Solicit feedback, prioritize and 'featurize' for revenue-producing components.

Freelance Copywriter at QuinStreet Media, Inc.

March 2003 - Present (6 years 7 months)

- Writing 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.
- Visit: <http://www.quinstreet.com/>

3 recommendations available upon request

Copywriter/Consultant at Kelly Richardson Copywriting

December 2002 - Present (6 years 10 months)

I have over 15 years of creative and technical writing experience for a host of clients spanning a variety of industries. Advertising and marketing firms, businesses (from major corporations to 'brick-and-mortar' start-ups), educational institutions, and individuals have relied on me to create engaging copy for their projects.

I have a bachelor's degree in English, a master's degree in Education, and I am earning my doctoral degree in Policy and Leadership. My impeccable writing background makes me a communications expert in almost any field.

I'm a master at creating powerful direct mail & response packages, sales ads, letters, & package concepts, newsletters & permission mailings, brochures & catalogs, web site content & SEO (search engine optimization), press releases & speeches, scripts & commercials, advertising & marketing communications, professional & technical resumes, and magazine & e-zine articles. I also offer a wide range of ghost writer and consulting services.

5 recommendations available upon request

Managing Editor at Intelective Communications

2006 - 2008 (2 years)

- Managing 12-member copywriting team for various domain-building projects.
- Strategic planning of SEO best-practices for mid- to large-sized clients.
- Visit: <http://www.intelective.com>

5 recommendations available upon request

Content Optimizer at 1st on the List Promotion

2005 - 2007 (2 years)

- 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

- Visit: <http://www.seo-promotioninc.com>

In-house Copywriter at Red House Global Brand Agency

2003 - 2005 (2 years)

- 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.
 - Visit: <http://www.redhouseusa.com/index.html>
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Education

American Writers & Artists, Inc.

Professional Certification, Copywriting, Marketing, Branding, 2000 - 2004

Activities and Societies: AWAI FastTrack to Copywriting Success Bootcamp, AWAI Accelerated Program for Six-Figure Copywriting, Nick Usborne Million Dollar Secrets for Online Copywriting

Georgia State University

Master Degree in Arts, Education/Training, 2000 - 2001

Activities and Societies: TEEMS Alternative Training Program

Georgia State University

Bachelor Degree in Arts, English, 1994 - 2000

East Tennessee State University

Business Administration, 1991 - 1993

Honors and Awards

Who's Who in America (Marquis, 2005)

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

Interests

Social and viral networking, Desktop publishing, Education and training, The High-tech sector, The psychology of consumerism

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13 people have recommended Kelly

"Kelly is a very creative and talented writer. I hired Kelly to write the copy for my website, I gave him a basic idea of what I wanted. The copy I got was incredible, it was fresh and creative. He went the extra mile and found quotes that fit my approach to design perfectly. I have hired Kelly since the first project and when someone asks if I know any great copywriters, I always give them Kelly's info."

— **Tait Sundstrom**, was Kelly's client

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

— **Katrina Boydon**, was Kelly's client

"Kelly's talents are considerable, he is a consummate professional and I would highly recommend him to any company in need of a master copywriter or manager of a team of people focused on content development."

— **Lee Traupel**, *Owner, Intellective Communications, Inc.*, was with another company when working with Kelly at Kelly Richardson Copywriting

"Kelly is a talented, top-notch professional, whose creative copy and concepts inspires and persuades readers to action. In addition, his broad understanding of marketing allows for him to capture the concept of the project and turn around assignments quickly."

— **Mary Frances Blatchley (tweet MaryFrancesB)**, was Kelly's client

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

— **Lee Traupel**, was Kelly's client

"It is a pleasure to work with Kelly. Prompt response, excellent communication and timely delivery. Kelly's integrity and precision are remarkable. Expertise topped with the influence of a titan like Michael Masterson. The result speaks for itself: a powerful persuasive sells copy. Stan Zhekov - M.Arch. Space Master Interiors"

— **Stan Zhekov**, was Kelly's client

"For the past two years I've worked at QuinStreet, I've known Kelly to be the most reliable writer we have. As a managing editor, it's crucial to have writers who I can always depend on to meet deadlines--Kelly is that writer. He is also eternally grateful to receive work and is an A-plus communicator."

— **JoVon Sotak**, *Managing Editor, QuinStreet*, managed Kelly at QuinStreet Media, Inc.

"Kelly is a to the point managing editor...with a great opportunity for up and coming copywriters."

— **Joseph Ratliff**, *Copywriter, JMR CopyWriting Services*, was a consultant or contractor to Kelly at Intelective Communications

"I worked with Mr. Richardson in conjunction with a project commissioned by Intelective Communications. As Managing Editor, Mr. Richardson provided excellent communication between client and writers; including, but not limited to: project updates; assignment instructions, reviews, and deadlines; payment information; and writer feedback. Overall, Mr. Richardson was a consummate professional; and the experience of working with him was a pleasurable one. I'd highly recommend him to any company looking for a qualified Managing Editor. Sincerely, Jessalynn Coolbaugh, CWmc"

— **Jessalynn Coolbaugh**, *Copywriter/Marketing Consultant, Self Employed*, reported to Kelly at Intelective Communications

"I worked with Kelly when he was managing editor for Intellective Communications. The projects were well planned and well executed. Most importantly to me, payment for my writing was received on time, which is testament to Kelly's organizational skills and editing abilities. If Kelly were to offer me another assignment and my schedule was clear, I would probably take him up on it."

— **James Kinkade**, *Writer, James Kinkade*, was with another company when working with Kelly at Intelective Communications

"Kelly Richardson is as dependable as gravity. Tamise Van Pelt, Sr. Managing Editor"

— **Tamise Van Pelt**, was Kelly's client

"I have nothing but kind words to say about Kelly. Kelly was very helpful in helping me get the assignments I had to complete done, and in time. Kelly was very thorough in communicating and in following up with all email messages. Whoever hires Kelly would not only get the best employee possible, but would get a loyal, dedicated, and hard-working one as well."

— **Harry Husted**, *Owner, Creating Words*, reported to Kelly at Intelective Communications

"Kelly has proven to be an excellent resource. He listened to my requirements and wrote copy that has been very effective for me. I appreciate his professionalism, his attention to detail and his ability to ask effective questions to clarify my needs. Kelly's services are very reasonably priced. I highly recommend Kelly for your copywriting needs. Chuck Kissee President/CEO Securus Private Client Group"

— **Chuck Kissee**, was Kelly's client

[Contact Kelly on LinkedIn](#)