

Carson Sperry

Copywriter & Digital Content Manager - w.carson.sperry@gmail.com - (847) 714-2228

Creative writer, collaborative worker, and independent thinker with boutique industry experience looking to branch out and serve a more eclectic clientele.

EXPERIENCE

[Your Marketing Company](#), 11 College Street, Greenville, SC — *Digital Content Manager*

November 2018 - PRESENT

- Create all written web-based promotional content for 20+ financial institutions ranging in location from Greenville, SC to The Big Island in Hawaii
- Proof, edit, and punch-up all company blogs and long-form content
- Work with executive and design teams to brainstorm and build promotional campaigns from the ground up
- Provide topical social content for Your Marketing Co. social media
- Basic WordPress & CMS website edits and updates

Digital Brand Representative

January 2018 - November 2018

- Create, proof, and schedule all social media content and promotional emails for 15+ financial institutions at a time
- Work in tandem with executive and design teams to define and maintain brand narratives
- Meet tight deadlines on a daily basis

[Grip Design](#), 1128 N Ashland Ave, Chicago, IL — *Research & Copywriting Intern*

Summer 2015 & Summer 2016

- Conduct industry research for developing and established brands hoping to carve out space for themselves in The Second City and beyond
- Work with Sr. Copywriter and design team to create sleek and innovative pitch decks for clients across a wide range of industries

EDUCATION

[Wofford College](#), Spartanburg, SC — *Bachelor of Arts in English*

September 2013 - June 2017

WRITING SAMPLES

Web Content

- [Your Marketing Co. Bios — Bo, Haley, Andrew, Jennifer, Lauren, Courtney & Gumbo](#)
- [Befit Financial FCU — Join, checking, savings, auto loans, signature loans, and home loans pages](#)

Blogs

- [What Credit Unions Can Learn from Apple's Special Event](#)
- [Track Spending More Effectively with Money Management](#)
- [Welcome to the Snark Tank](#)

Email & Social Media — *Drop a line, I'll send them over.*

Not Convinced?

Additional Skills & Attributes

- Basic WordPress & CMS
- Slack, Basecamp, Emma Email Marketing, & Microsoft Office
- Excited by brand exploration, creation, and development
- Strong desire to write and create every day
- Always ready with a fresh podcast recommendation

