

# Mallory Peek

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Copywriter

## PROFILE

Detail-oriented Copywriter with more than five years of experience in delivering compelling copy for e-commerce sites, targeted emails, social media, catalogs, and marketing campaign materials in multiple industries. Strong focus in branding and developing a company voice, customer research and experience, email campaigns, and blogs. Seeking a Freelance Copywriter position where I can use my advanced copywriting and proofreading skills.

**Writing Portfolio:** <https://mallorypeek.com/portfolio/writing-portfolio/>

## EXPERIENCE

### **Fiverr** – *Freelance Copywriter*

Fiverr is a freelance platform connecting buyers and sellers all over the world. I have written more than 100 articles across all topics and industries, including entertainment, law, leadership and management, marketing, education, nonprofit organizations, pets, health and beauty, real estate, retail, technology, and travel.

August 2019 - PRESENT

- More than 90 successful orders.
- More than 50 ratings for a 5-star overall score including Seller, Communication Level, Recommend to a Friend, and Service as Described
- Communicating with clients to understand their copy needs, company, and customers.
- Writing copy based on client specifications, keywords, and goals.
- Utilizing SEO best practices to provide optimized content.
- Creating connections with other professionals to grow my network and expand my writing experience.
- Managing project timelines and handling more than 10 projects at once.

### **Fiverr Reviews**

*“It's my second time placing an order with her and her work never disappoints! Highly recommend Mallory if you are looking for fast yet quality writing!”*

*“Her work amazed us. Looking forward to continuous writing tasks for our company. Highly recommend for others.”*

*“Mallory is fantastic. She is passionate and truly cares about her work. She does excellent research and delivers the highest quality service.”*

*“Mallory wrote an amazing blog that I immediately posted. She is professional, in every sense of the word, and a VERY talented writer. I would highly recommend her as I will continue to use her services.”*

**Executive Workspace/ProPrint, Carrollton, TX** – *Director of Strategic Communications*

Executive Workspace is a flexible office space company based in Carrollton, TX. ProPrint is a new B2B printing company launching in 2019. Both companies are owned and operated by the same Principal and share marketing resources. I have worked remotely from Oklahoma for the past few months, driving into the office on a weekly basis for team meetings.

July 2018 - PRESENT

- Creating compelling copy for websites, blogs, social media, marketing campaigns, email campaigns, and printed materials.
- Collaborating with the company's Principal and Marketing Department to develop campaigns, conduct customer research, and position companies within their industries.
- Proofreading content from freelance writers for websites, blogs, and email campaigns.
- Writing content for downloadable guides.
- Developing targeted campaigns, including customer research, website copy, and email copy.
- Presenting ideas and results for marketing campaigns.

### **WebCE, Dallas, TX – Marketing Specialist**

WebCE is an online education company with B2B and B2C strategies.

March 2017 - July 2018

- Writing copy for the website, including product descriptions for online courses.
- Managing company blog, including writing and proofreading copy.
- Researching customer needs and behavior, including interviewing customers and conducting surveys.
- Collaborating with product managers to deliver targeted content for their customers.
- Leading department meetings for the marketing team and presenting new ideas and campaign results.
- Conducting promotional email campaigns on a monthly basis and tracking results.

### **Premier Designs, Irving, TX – Copywriter**

Premier Designs is a direct sales jewelry company with a mission to improve lives.

May 2015 - March 2017

- Writing copy for the website, catalogs, emails, social media, and printed materials.
- Developing product descriptions for jewelry items.
- Interviewing sales associates (Jewelers) to learn more about their wants and needs.
- Creating promotional campaigns based on customer wants and needs.
- Collaborating with the Creative Team to better serve customers and sales associates (Jewelers).
- Organizing the annual Rally event with more than 2,000 attendees, including conference materials, theme, signs & banners, and displays.

## EDUCATION

### **Texas Tech University** – *Master of Arts in Strategic Communication & Innovation*

August 2017 – May 2019, Lubbock, TX (Remote)

This program is designed for professionals looking to expand their knowledge of strategic communication in today's technology-centered world. Coursework included organizational communication, business communication, social media, global communication, and a final research project and defense.

### **Texas A&M University** – *Bachelor of Arts in Telecommunication & Media Studies*

August 2012 – May 2015, College Station, TX

This program focused on the history, present state, and future of communications, including theoretical and practical applications. Relevant coursework included media history, communication theory, and communication research. My Journalism minor focused on writing and editing skills as well as interviewing, research, and media production.

## CERTIFICATIONS & TRAINING

WebCE LEAD (Leadership) Program Member, 2018

SalesBrain Marketing Workshop, 2018

HubSpot Content Marketing Certification, 2017

## ADDITIONAL SKILLS

Proficient in Microsoft Office

Experienced in WordPress and Infusionsoft (CRM)

User-focused copy

Excellent communicator & collaborator

Highly organized with experienced time management skills

## ONLINE PORTFOLIO

<https://mallorypeek.com/portfolio/writing-portfolio/>