

# Casey Pletcher

1701 W Irving Park Rd Apt. 1  
Chicago, IL 60613  
727-326-2915

## SUMMARY OF QUALIFICATIONS

Highly qualified writer and editor with over 9 years of experience in consumer and B2B communications including:

- Copy and content creation
- Digital marketing and SEO
- Copy research
- Planning and development
- Google Analytics and Facebook advertising
- Management
- Sales
- Customer relations

Creative and communicative through multiple platforms including: blogs, articles, social media posts, non-fiction text and instructive manuals, selling tools and packaging copy.

Professional, adaptable, and considered a team player. Goal-orientated and driven to produce.

## WORK EXPERIENCE

March 2013-Present

Raven Creatives

Chicago, IL

Owner/Copywriter

- Working Owner.
- Content and copy creator for B2B and B2C in a variety of different fields, including: SEO optimization, internet marketing, dentistry, entrepreneurship, personal development, health and wellness.
- Social media copywriter, with responsibilities and experience that includes: writing posts and ads, split-testing, reviewing analytics and developing strategy.
- Team leader, assigning copy and content writing and editing projects to freelance writers.
- Companies I have serviced through Raven Creatives include: Howl at the Moon/Howl2Go, Lurn and various private clients.

May 2019-June 2021

Shatterproof Agency LLC

Copywriter

- Content and copy creator for businesses in a variety of different fields; responsible for multiple client accounts.
- Companies I have serviced through Shatterproof include: Xebec, OEI, Pedego, Global (1<sup>st</sup> Flagship Company), Hannah Brophy, IRIO, IRS Demo, Raymond Group and McCon.

June 2011-August 2012

Octopus LLC

Franklin, TN

Digital Media Assistant, Business Development Specialist

- Content developer and community manager responsible for updating social media, and running and assisting with projects.
- Sales copy writer for B2C and B2B.
- Responsible for new customer acquisition and sales.
- Provided marketing support efforts for new clients.

#### EDUCATION

2006 PHCC New Port Richey, FL

2007-2009 St. Petersburg College St. Petersburg, FL

2009-2011 University of South FL Tampa, FL

Education courses for my bachelor's degree in English.

#### EXTRACURRICULAR

I am a highly creative individual who enjoys playing and writing music, authoring, developing and growing my podcast and building Facebook pages. I am a self-published fiction author with three books available online.

#### WEBSITE

[www.CaseyPletcher.com](http://www.CaseyPletcher.com)

#### EMAIL

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