

Trevor Nees

COPYWRITER & SOCIAL MEDIA MARKETER

PROFILE

Through **data-driven** strategy I cultivate brand-specific voices and unique messages that **resonate with audiences**.

Copywriting: Significant experience using tools like SEMRush and Ahref to compose SEO-friendly web copy that converts visitors where it matters. Well-versed in traditional direct mail, white papers, and press releases.

Social Media Advertising: Organic content calendars, A/B testing through Facebook Ads Manager, and enhanced targeting through CRM data and lookalike audiences.

Web Content: HTML responsive design for email and web design. Highly-efficient in a WordPress environment.

Creative Collateral: Video storyboards, scripts, creative briefs, and more.

View samples of featured work on my portfolio website: www.trevornees.com

WORK EXPERIENCE

- Nov 2018 – May 2020 **WILSHIRE LAW FIRM | MARKETING SPECIALIST | LA, CA**
- Effectively created, tested, managed, and optimized social media lead generation campaigns with budgets in excess of \$1,000,000; reduced client acquisition costs by 20%.
 - Comprehensively studied available public data from Data USA, the CHP, NHTSA, and other sources to develop increasingly effective campaign targeting.
 - Produced compelling, SEO-driven content for the company website, including web development and formatting in HTML and CSS.
 - Efficiently handled all blog and social channels, including company press releases.
 - Thoroughly analyzed all social media advertising KPIs with tools such as Excel, Facebook and Twitter Ads Manager.
- July 2016 – January 2018 **PAMPLIN MEDIA | INSIDERS BUSINESS REPORTER | PDX, OR**
- Effectively managed a large portfolio of accounts, producing compelling advertorial and social media content for clients of the Portland Tribune and other papers a total network reach of 100,000+.
 - Heavily involved in translating client needs into workflow to create and edit quality website content, as well as conducting interviews of local business owners.
 - Drove internet traffic and sales to clients via marketing automation and close review of ongoing campaigns.
 - Managed press coverage for multiple sporting events.
- Nov 2015 – June 2016 **OREGON SPORTS NEWS | EDITORIAL CREATIVE | PDX, OR**
- Contributed editorial pieces (including graphic design and HTML editing) which analyzed the ever-shifting landscape of Oregon sports.
 - Adhered to strict branding guidelines while still finding unique avenues to relay message.
 - Implemented anchor text and key-phrases for improved SERP rankings, in addition to new meta tags.
- Jan 2015 – Nov 2015 **ATOP COMMUNICATIONS | WEB COPYWRITER | PDX, OR**
- Wrote website copy, including brand specific touts.
 - Composed RFPs and drafted all marketing whitepapers and brochures.
 - Proofread boilerplate for sales contracts.
- Sept 2015 – July 2016 **OREGON SCHOOL ACTIVITIES ASSOCIATION (OSAA) | INTERN | PDX, OR**
- Worked closely with the OSAA Sports Information Director, performing data governance audits and compiling record books for state championship events.
 - Helped with philanthropic efforts, including social media campaigns.

CONTACT

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Willing to perform technical skills assessments for any and all prerequisites.

TECHNICAL SKILLS

Copywriting	★★★★★
Hootsuite	★★★★★
Facebook Ads Manager	★★★★★
Twitter Ads Manager	★★★★☆
LinkedIn Ads Manager	★★★★☆
HTML5	★★★★☆
CSS	★★★☆☆
SEO	★★★★☆
Excel	★★★★☆

CLIFTON STRENGTHS

Strategic	★★★★★
Relator	★★★★★
Individualization	★★★★★
Context	★★★★★
Achiever	★★★★★

REFERENCES

☎ (617) 820-6664 Ludwig Makhyan | Organic and SEO Growth Manager | Almanac

☎ (858) 444-5150 Kaustav Acharya | Web Solutions Architect | Wilshire Law Firm

☎ (818) 331-4065 Julio Tobar | Multimedia Designer | Freelance

EDUCATION

University of Oregon '14
Bachelor of Arts in History
Minor in Political Science
Dean's Scholar