

Jodie Cordell

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Copywriter & Content Marketer

Key Skills

- Copywriting
- Social Media Marketing
- Blogging
- Web Content Writing
- Content Management Systems
- WordPress
- Copy Editing
- SEO Marketing
- Landing Pages
- Email Marketing
- B2B Copywriting
- Mac and PC Systems
- Google and Microsoft Suites

Experience

Jodie Cordell Copywriter

2020 – Present

Freelance Copywriter

Remote/Crestview, FL

- Constructed social media strategy, increased engagement on social platforms up 3% in only two months.
- Built sales page and accompanying 10-email campaign to engage email list and encourage ticket sales to upcoming webinar.
- Composed social media posts, both visual and long-form, to drive sales of upcoming Realtor® event. Sold out event of 400 attendees.
- Authored real estate industry blogs for real estate brokerage marketing department using SEO, increased traffic to company site by 2%.

Spence Properties

2018 – 2021

Real Estate Sales Agent

Crestview, FL

- Generated home buyer and seller leads through content marketing strategies, accounting for \$5M in home sales revenue since 2019.
- Negotiated more than \$2.2M in home sales in 2019, leading the brokerage in income earned. Sold \$2.3M in 2020 and on-track to double sales for 2021.
- Nurtured leads with original content and email marketing campaigns, generating more than \$5M in total revenue since 2019.

NWFlorida Daily News

2017 – 2018

Recruitment Specialist

Fort Walton Beach, FL

- Strengthened relationships with clients and served as a trusted advertising consultant for business owners and recruiting managers.
- Closed print and digital recruitment ads for local businesses, generating \$50K per month in revenue on average.
- Liaised with designers to create effective ads for print and for digital partner, Zip Recruiter.

KWFB BOB FM Radio

2008 – 2009

Retail Account Executive

Wichita Falls, TX

- Promoted on-air advertising, creating \$50K per month in advertising revenue, increasing BOB FM market share by 20%.
- Created copy and ideas for 30 and 60-second radio spots for local businesses.
- Collaborated with a creative team from concept to completion, completing on average 10-15 new campaigns each month.

American Eagle Airlines

2004 – 2009

Flight Attendant

Fort Worth, TX

- Maintained safety and comfort of all passengers onboard aircraft, performing all pre-flight safety checks, weight and balance count, customer service in-flight, in-flight emergency procedures.

Fort Worth Star-Telegram

2002 – 2004

Retail Account Executive

Fort Worth, TX

- Developed ad campaigns and innovative strategies to maximize efficiency, streamline out-dated processes and scale revenue.
- Grew account revenue by 12% year over year through up-sells, special sections, and expansion of existing campaigns.
- Addressed client issues head on, ensuring on-going relationship and strengthening loyalty.

FW Weekly**2001 – 2002**

Retail Account Executive

Fort Worth, TX

- Customized individual campaign strategies for small to medium-sized businesses, growing ad share by 5% within six months.
- Designed print ads, collaborating with design department, with weekly changes and placement.
- Awarded quarterly award for most new accounts at 20 for the final quarter of the year. Received \$1500 bonus.

Education and Training**University of Texas at Arlington, Arlington, TX**

- Bachelor of Arts in Communication/News Editorial Journalism

American Writers and Artists, Inc.

- Business to Business Copywriting Mastery – 2020
- Accelerated Copywriting Certification – 2021

Smart Blogger Campus

- Email Marketing Certification – 2021

Accreditations

- Florida Real Estate Sales License – 2018 – 2021

Community Service

- Key Spouse, **United States Air Force, Spangdahlem Air Base, Germany** 2009 – 2012
- Key Spouse, **United States Air Force, Edwards Air Force Base, California** 2012 – 2016

Visit online portfolio at <https://www.jodiewrites.com/portfolio>