

# Adam Fout | awfout@gmail.com

817-583-1169 | adamfout.com

## Education

MA Professional and Technical Communication  
University of North Texas | Denton, TX | May 2016

## Work Experience

Freelance Copywriter, Content Writer | Owner

**Astonishing Content, LLC** | Remote | 11/19–Present

- Manage various content projects for up to 5 B2B and/or B2C clients (including multiple financial services clients) at a time in multiple industries, including wealth management and exit planning, writing for every stage of the marketing lifecycle
- Interface regularly with design and SEO teams/professionals to optimize content for web and other channels
- Wrote an email campaign for an investment firm that pushed 56 people on a list of 23,000 to schedule sales calls for a \$12,000 program (about 15% of those converted soon after)
- Write and edit web copy, blog posts, scripts, ads, social media posts, and more, often optimizing copy for SEO
- Grew healthcare client's traffic to 120K visitors/month in 3 years through blogging

Lecturer & Director of Undergraduate Recruitment

**University of North Texas** | Denton, Texas | 8/22–Present

- Write all in-house marketing materials targeting high school students, junior college students, and potential major changers
- Manage department website using the Modern Campus CMS
- Teach courses on website development, content marketing, SEO, social media, writing mechanics, English grammar, UX writing, and copywriting
- Teach students to use in-demand tech, like Figma, Word, Google Analytics, Google Business Profile, Google Search Console, HubSpot, Adobe Creative Suite (InDesign, Illustrator), Canva, WordPress, and more

Project Manager, Senior Copywriter, Editor, Social Media Manager

**Blue Steele Solutions** (Marketing Agency) | Denton, Texas | 5/14–11/19

- Managed 2–4 web design, web development, print design, and/or UX writing projects simultaneously, writing social media content, blog posts, scripts, and other pieces of long-form and short-form copy