

# Adam Fout | awfout@gmail.com

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## Professional Summary

Over 11 years of copywriting and content writing experience focused on B2B or DTC brands. Mainly specialized in email marketing and using email to generate leads and drive sales. For example, a 3-email campaign I wrote enticed 300+ people on a list of 25,000 to schedule sales calls for a \$12,000 program. Second specialization in SEO blog post writing, boosting one medical client's traffic to 120K visitors per month through weekly blog posts guided by SEO strategy.

## Education

MA Professional Communication

University of North Texas | Denton, TX | May 2016 | 4.0 GPA

BA Professional Communication

University of North Texas | Denton, TX | May 2014 | 4.0 GPA

## Work Experience

Copywriter/Content Writer

**Freelance Copywriting** | Remote | 11/19–Present

- Wrote an email campaign for an STR investment firm that pushed 300+ people on a list of 25,000 to schedule sales calls for a \$12,000 program
- Helped clients build brands from the ground up, writing taglines, all content for new websites, audience personas, brand personas, brand voice, style guides, etc.
- Manage various content projects for up to 5 B2B, B2C, and DTC clients at a time
- Interface regularly with design, development, and SEO teams
- Build and maintain multiple websites on both the WordPress and Omni CMSs
- Managed and mentored multiple freelancers to improve their writing skills
- Edited content for a number of enterprise clients, including copyediting and developmental or structural editing
- Wrote content with and without the help of generative AI tools as needed

Project Manager, Senior Copywriter, Editor, Social Media Manager

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

- Grew healthcare client's traffic to 120K visitors/month through blogging
- Managed 1 writer, 1–2 designers, and 1–2 interns directly for 2+ years
- Managed 5+ web development or copywriting projects simultaneously
- Wrote up to 50,000 words a week in a variety of brand voices
- Managed multiple brand social media accounts simultaneously
- Edited all content across the agency

# Skills & Software

## Writing and Marketing Skills

- Search engine optimization
- Email copywriting
- Blog post writing
- Social media posts
- Video scripts
- Web pages
- Brand building
- Content editing

## Email Marketing Software

- Mailchimp
- Instantly
- ActiveCampaign

## SEO Software

- Surfer
- PageOptimizer Pro
- Semrush
- Ahrefs
- Ubersuggest
- Mangools & KWFinder

## Generative AI Tools

- ChatGPT
- Claude

## Project Management Software

- Asana & Trello
- Teamwork
- Basecamp

## Design Software

- Adobe InDesign, Illustrator, & Acrobat
- Microsoft Word, Excel, & PowerPoint
- Canva

## Content Management Systems (CMS)

- WordPress
- Webflow
- HubSpot