

Wil Cleaveland

Copywriter & Marketer

(540) 798-9072

Wil.Cleaveland@gmail.com

<https://wilcleave.land/>

EXPERIENCE

Head of Affiliate Promotions & Email Copy Team Manager

October 2017 - Current

Dedicated Emails LLC

- Coordinate all affiliate promotions and corresponding email copy to 13 solo ad email lists, over 3 million names total
- Grew affiliate revenue from <\$150k/mo to a consistent \$300k+/mo
- Hired, coached, and managed a 8-writer email copy team
- Built a company-wide workflow for writing, testing, cataloging, and rotating revenue-generating email copy

Copywriter & Marketing Consultant

October 2015 - Current

Self-employed

- Managed content marketing for precious metals investing service Birch Gold
- Created 3 long-form direct response sales letters for new supplement product line by Epigenetic Labs
- Wrote lead-gen advertorial copy for debt refianancing client competing against Lending Tree and Eloan.com
- Partnered with Roanoke City Parks & Rec to publish editorial promo for Go Fest '15 in Blue Ridge Outdoors

R&K Solutions

March 2015 - October 2015

Marketing Specialist

- Created space management case study showcasing company's work with the Air Force ISR Agency at Lackland AFB, TX
- Formed unique value propositions from complex technical capabilities for a narrow market of B2B and B2G customers
- Wrote and designed product cut sheets, brochures, and capabilities statements
- Guided core messaging for company's flagship commercial off-the-shelf product, GoRPM

RYP Marketing

December 2013 - March 2015

Inbound Marketing Project Manager

- Managed 4-6 ongoing client campaigns at all times
- Monitored changing SEO best practices, adjusted client campaigns accordingly, and reported results
- Oversaw a team of two developers, one designer, and a social media specialist
- Served as in-house copywriter for all client content marketing assets and sales messaging

SKILLS

- | | | | |
|-------------------------------|------------------------------|-------------------------------|------------------------|
| • Direct-response copywriting | • Landing pages | • Wordpress CMS | • Advertorials |
| • Google Adwords | • Search Engine Optimization | • HTML, CSS, & Javascript | • Adobe Creative Suite |
| • Content marketing | • Editorial copy | • Object-oriented programming | • SQL |
| • Lead generation | • Press releases | • Node.js, Java, & PHP | • PPC ad copy |

EDUCATION

Roanoke College

Class of 2013

Bachelor of Arts, Communication Studies

Cum Laude

Honors & Awards

- Class of 2013 Senior Scholar Award in Communication Studies
- 3rd place in JMU 2013 Humanities Research Conference
- Founded Roanoke College chapter of Lambda Pi Eta, Communication Honor Society