

Wil Cleaveland

Marketer & Copywriter

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EXPERIENCE

Chief Copywriter & Internal Media Manager Sicuro Brands

July 2020 - Current

- Guide all messaging and copy for three e-commerce brands (VNSH Holster, Pain Safari, and Modern Needs Survival)
- Maintain \$50k+ weekly email revenue by writing and deploying daily campaigns to each brand's list
- Write conversion-driven, direct-response sales funnels for all primary offers (\$10M+ lifetime revenue)
- Launch SMS program for all three brands and scale to \$20k+ weekly revenue
- Manage and optimize email/SMS automations for buyers and abandons
- Perform CRO across each step of sales funnels to elevate AOV and maintain profitability on cold traffic
- Analyze COGS and pricing to construct new offers and improve live offers

SAAS Marketing Writer Nicus Software

Feb 2019 - June 2020

- Created value-based lead-gen content, including the company's #1 gated asset to-date in terms of total leads generated
- Conferred with customers to build four case studies illustrating the value of an ITFM/TBM practice enabled by Nicus
- Supported BDR efforts with outreach scripts for phone, email, and video, continually refining based on response
- Created and maintained a wide range of sales enablement collateral for each of the company's core product offerings

Direct-Response Copywriter Independent Consultant

April 2016 - Feb 2019

- Scaled email revenue to \$300k/mo. for client in the survival/tactical niche, as email copy team chief and list manager
- Supported lead-gen via advertorials for a financial client competing against Lending Tree and Eloan.com
- Consulted with biz-op direct-response business to increase internal list revenue

R&K Solutions SAAS Marketing Intern

March 2015 - April 2016

- Translated complex SAAS capabilities into unique value propositions for a narrow market of B2B and B2G customers
- Created outcome-driven case studies of implementations for clients like Air Force ISR Agency at Lackland AFB, TX
- Partnered with SMEs to guide core messaging for company's flagship product, GoRPM
- Designed product cut sheets, brochures, and capabilities statements using Adobe Creative Suite
- Performed marketing-specific maintenance tasks on company website using ExpressionEngine CMS

RYP Marketing Inbound Marketing Project Manager

December 2013 - March 2015

- Implemented best-practice SEO on client sites (link building, on-site optimization, content creation, and influencer outreach)
- Managed a small team of two developers, a designer, and a social media specialist
- Assisted account managers in client-facing tasks, including lead follow-up, proposals, billing, and monthly reporting
- Served as in-house copywriter for blog content, sales messaging, and other marketing materials

EDUCATION

Roanoke College
Bachelor of Arts, Communication Studies

Class of 2013