

JESSICAKUSISTO@GMAIL.COM — 715-383-0444

**JESSICA KUSISTO**

*Senior Copywriter & Marketing Strategist*

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**PROFESSIONAL SUMMARY**

Senior Copywriter & Marketing Strategist obsessed with turning ideas into impact. Blends data-driven insights and creativity to turn brands into traffic magnets. Known for making clients smile, running projects smoothly, and bringing good vibes to the team.

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**EMPLOYMENT HISTORY**

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**SENIOR COPYWRITER — June 2022 - Present**

*NgageContent — Remote*

- Create and manage marketing strategies for 15+ clients in various industries.
- Lead teams to ensure timely project delivery, enhancing communication and collaboration.
- Develop and implement SEO strategies, boosting organic traffic by over 200% for many clients.
- Generate email marketing campaigns. Notable success: one campaign drove \$420,000 in revenue.
- Assist with Google Ads, social media ads, HubSpot implementation, and more.
- Create whitepapers, ebooks, brochures, website copy, ad copy, social media content, video scripts, and other sales/marketing assets as needed.

**MARKETING & LISTING COORDINATOR — September 2021 - June 2022**

*Success Home Team — New Brighton, MN*

- Created and enacted a marketing strategy for a small real estate team. Included email, print mailing, ads, organic social media, content marketing, events, marketing automation, and more.
- Managed \$78,000 yearly marketing budget.
- Averaged 31.66% open rate and 2.0% CTR for email marketing.
- Drove 5% CTR for social media ads with 180x ROAS.

**ASSISTANT EDITOR — September 2020 - September 2021**

*Endeavor Business Media — Fort Atkinson, WI*

- Collaborated with the editorial team to write, copyedit, and publish articles in three aviation magazines.

**EDITOR-IN-CHIEF — November 2018 - October 2021**

*The Mark Literary Review — Remote, Self-Employed*

- Edited and published short stories and poetry from 300+ writers worldwide.

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**SKILLS**

Search engine optimization (SEO), keyword research, copywriting, content writing, content strategy, marketing strategy, storytelling and brand messaging, proofreading, editing, reporting, HubSpot, Salesforce, WordPress, Moz, SEMRush, Google Analytics.

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**EDUCATION**

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**BACHELOR OF ARTS IN MARKETING AND ENGLISH**

*Mount Mercy University — Cedar Rapids, IA*

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**LINKS & CERTIFICATIONS**

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- Portfolio: [jesskusistoportfolio.com](http://jesskusistoportfolio.com).
  - My marketing blog: [SMBCatapult.com](http://SMBCatapult.com).
  - HubSpot Content Marketing Certification
  - HubSpot SEO Certification
  - HubSpot Inbound Marketing Certification
  - HubSpot Social Media Certification
  - HubSpot Email Marketing Certification
  - Google Analytics & Google Ads Search Certifications