

Samantha Knock

copywriter

Whether cooking a meal that satiates or telling a story that sells, my philosophy is in the ingredients

www.samanthaknock.com

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SUMMARY

Creative, driven, proven copywriter with deep media-buying knowledge and experience through every step of the funnel.

EDUCATION

University of Iowa

2012–2014

Philosophy

UC Santa Cruz

2008–2011

Philosophy

SKILLS

Microsoft Office Suite

Asana

WordPress

Google AdWords

Facebook Ads

REFERENCES

Available upon request

EXPERIENCE

Director of Paid Media • Puppy Dogs & Ice Cream • June 2021–Nov. 2021

- Wrote ad copy, landing page copy, book descriptions, emails, copy chief writing of media buyers and email team
- Trained new media buyers on Facebook, lead senior media buyers into more successful strategies
- Helped new media buyers to become profitable and begin scaling
- Reshaped email program to double CTR and increase conversion rate

Senior Copywriter • 4AM Media • Dec. 2019– June 2021

- Writes deadline-driven advertorials, short and long video scripts, sales copy, blog content, and landing page copy for various products across multiple industries
- Collaborates with media buyers, video editors, and creative director to develop and revise informative and engaging product descriptions
- Consistently meets and exceeds revenue targets, with top-performing copy and scripts, generating millions in ad spend in 2020 and 2021

Freelance Copywriter • 2017–2021

- expert in website copy, video scripts, emails, landing pages, advertorials and more, and know how to clearly and creatively communicate a brand's story
- expert content writer, creating SEO-friendly, well-researched, and engaging pieces.

