

# JUDITH CULP PEARSON

Eugene, OR

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541-543-3070

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## Marketing Content Writer

### COPY/CONTENT SPECIALIST

A results-oriented relationship-building writer to engage your readers, increase sales and lifetime customer value.

*Copy and content writing*

*Landing pages*

*Email Marketing*

*Direct Response*

*Case studies*

*Blogs/Articles*

*B2B & B2C*

*Video scripts*

### PROFESSIONAL SKILLS

*Social Media Marketing*

*Storytelling*

*Technical writing*

*Editing*

*Advertorials*

*E-newsletters*

*Creative problem solving*

*SEO & UX*

*Strategizing*

*Team Management*

*Mentoring*

*Google Docs*

*Microsoft Office*

*Canva*

*z-share*

*MailChimp*

*Zoho Campaign*

*Yoast SEO*

### CONTRIBUTING EDITOR

*Delmar Cengage Publishing 2005-2012*

-Conceptualized textbook then recruited a team of 18. Wrote multiple chapters and edited the book for flow, accuracy, and voice - 2 editions.

-Co-authored a Safety Protocol manual and a technical manual on Permanent cosmetics as a Subject Matter Expert. Self-published a second safety preparedness manual for permanent cosmetics.

## PROFESSIONAL EXPERIENCE

### COPYWRITER MARKETER

*Judith Culp Creative Copy*

Creative copy for clients since 2014

- Esthetics NW - took over the newsletter and social marketing for this well-established company. Increased gross revenues 22% in the first 12 months. Top emails - 24% opens and 17% click and 65% opens with 25% clicks, all above national avg.
- LVN Medical Massage clinic and educational site. Created a new on-brand website and increased revenues from classes by 11,478% in one year. Emails 71% opens 26% clicks.
- Alternative Health Clients - Opulent Organics, The Balmb, M3 Life Sciences, My Pure Radiance, Impact Brands: created alternative health compliant content.
- Custom Orthotic Solutions web content and auto-responders.
- Noel Asmar - email marketing series
- Jon Renau - video scripts, course materials, emails, marketing materials.

### I ENGAGE READERS FOR MORE ROI

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<https://www.jculpcreativecopy.com/>

<https://www.spawellnessinsider.com>

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## COLUMNIST

*Stylist Newspaper 1996-2017*

Monthly columnist for trade newspaper published in multiple states. Created content calendar, wrote content, and edited, before submission. Never missed a deadline.

*Trade Journals 1995-2015*

Pitched and wrote business and technical articles for Skin, Inc., Dermascope, Skin Deep, and Les Nouvelle Esthetiques.

## EDUCATIONAL WRITER

*Society of Permanent Cosmetic Professionals 2000- present*

Wrote multiple training manuals for the Society of Permanent Cosmetics in 2005-2009. Wrote for and edited their Quarterly trade journal for four years.

Presenter and educator.

I continue to write articles for publication in their newsletter.

*NW Institute of Esthetics 2003-2014*

Created Department of Education curriculum, school catalogs, lesson plans, and marketing materials. Served as an educator, Director of Education and head of marketing. Mentored educational team and coached students in business marketing.

## COPYWRITING/MARKETING TRAINING

### AMERICAN WRITERS & ARTISTS INSTITUTE (AWAI)

*Targeted Mastery Programs 2014 - Present*

In addition to many skill-set programs, I have taken intensive courses in web content, SEO, and UX, as well as sales letters and video sales.

### STUDIED OR MENTORED

*I have learned from some of the best...*

Joshua T. Boswell  
Bob Bly  
Clayton Makepeace  
Marcella Allison  
Brian Kurtz  
Eugene M. Schwartz  
Dan Kennedy  
Ben Settle

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