

Adam Green

Copywriter + Content Marketing Strategist
<http://greenad.am>

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Copywriter at Green Ink Creative (Freelance), Chapel Hill, North Carolina, 2010-present

- ❖ Create brand stories, conversion-focused copy, and content strategies for blue chip enterprises, B2B technology companies, startups, and agency partners
- ❖ Search incessantly for that place where user needs collide with business objectives and audience-appropriate content experiences flourish
- ❖ Partner with industry-leading digital agencies to plan and craft valuable content that incorporates SEO best practices

Contributing Editor at UX Booth, 2014-15

- ❖ Coached leading voices in the UX design world as they created action-ready content for a specialized, discerning readership
- ❖ Edited content for one of the Web's most widely read user experience (UX) design publications

ESL & Writing Instructor at WorldTeach (Santa Elena, Ecuador) and Atlanta Technical College (Atlanta, Georgia), 2008-2011

- ❖ Equipped adolescent and adult learners with the language and writing skills needed for success in college and university degree programs

Marketing Associate at Vertafore, Conyers, Georgia, 2007-2008

- ❖ Directed lead generation campaigns, managed trade show outreach, and administered distribution of marketing collateral

Education

Bachelor of Arts in English, 2007
The University of Georgia, Athens, Georgia
Undergraduate GPA: 3.82

Expertise

Languages: Spanish (advanced), HTML and CSS (advanced), PHP (basic)

Concepts: SEO, CRO, Content Marketing, Content Strategy, UX Design Principles

Software: SaaS and Cloud Apps, WordPress, Basecamp, Mailchimp, Google Analytics