Nadia Keller

Copywriter

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SUMMARY

Copywriter with 4 years of experience in DTC retail and B2B software, writing email, landing pages and paid social ads. Wrote the welcome email series that lifted first-purchase rate by 18%, and a landing page rewrite that cut cost per signup by 22%. Known for testing headlines against a control and writing to a stated reader, not a brand voice guide alone.

EXPERIENCE

Copywriter — Linden & Birch Skincare

Denver, CO · Feb 2023 – Present

- Wrote a 6-email welcome series tested against the existing one, lifting first-purchase rate among new subscribers by 18%.
- Rewrote the flagship serum landing page headline and above-the-fold copy, cutting cost per signup by 22% across 3 ad sets.
- Wrote and A/B tested 40 paid social ad variations, finding that specific-benefit headlines outperformed lifestyle headlines by 31% on click-through rate.
- Built a 30-page brand voice and tone guide adopted by the design and customer service teams, cutting copy revision rounds from 3 to 1.

Junior Copywriter — Fieldstone Software

Denver, CO · Aug 2021 – Jan 2023

- Wrote product page and feature announcement copy for a project management tool, briefed by 5 product managers a month.
- Drafted weekly customer newsletter copy reaching 22,000 subscribers, holding open rate above 28% for 10 straight months.
- Wrote 15 case studies with sales and customer success, used in the proposal deck that closed 8 enterprise accounts.

SKILLS

Writing: Email, landing pages, paid social ads, product pages, case studies

Testing: A/B testing headlines and CTAs, Google Optimize, Unbounce, Litmus

Tools: Klaviyo, HubSpot, Google Ads, Figma (comments and edits), Google Docs

Research: Customer interviews, review mining, competitor messaging audits

CERTIFICATIONS

HubSpot Content Marketing Certification, 2022

EDUCATION

B.A. English, University of Colorado Boulder, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.