

Manny Daniels

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Copywriter

Expert brand storyteller and editor highly skilled in leveraging brand voice and tone to create compelling copy across multiple channels. Constantly translating difficult technical information into accessible and engaging content for both B2B and D2C companies. A driven self-starter with 10 years of experience working autonomously and as a part of team building relationships with stakeholders to conceptualize relevant long-form and short-form marketing collateral. Exceptional time-management with the ability to pivot under pressure and manage multiple projects and tight deadlines with ease.

- **Web Content Development**
- **Cross-Departmental Alignment**
- **Content Strategy & Management**
- **Microsoft Office Suite**
- **Content Management**
- **SEMrush**
- **Search Engine Optimization (SEO)**
- **Brand Voice Development**
- **Demand Generation & Direct Response Copy**
- **Proofreading & Editing**
- **SurferSEO**

Professional Experience

InVue, Hybrid, Charlotte, NC

06/2023 – Present

Content Strategist

Develop a marketing calendar and all written internal and external communications for a B2B securities and SaaS company serving over 90 countries.

- Spearheaded a 6-month long website redesign project to enhance the user experience, consisting of rewriting over 100+ web pages with relevant keywords, converting technical terms and information into lead-generating marketing messaging.
- Interviewed subject matter experts and Product Managers to build expertise in related topics to guide content creation of different marketing collateral including social media posts, blog articles, video scripts, internal and external emails, landing pages and more.
- Performed keyword analysis to audit previous posts and identify new opportunities in content to influence the customer journey.
- Autonomously built proficiency in Figma, WordPress, HubSpot, SEMrush and Google Analytics to draft wireframes, post relevant content, and track engagement.
- Collaborated closely with our Content Marketing Manager and graphic designers to increase social engagement on LinkedIn by over 20%.

Renfro Corporation, Remote

03/2019 – Present

Freelance Copywriter

Interpret briefs and use established brand voice to develop customer-facing product copy for multiple textile brands, including Ralph Lauren, HotSox, and K. Bell.

- Wrote e-commerce product descriptions and print catalog taglines for over 1k products.

Xplor Technologies, Remote

03/2022 – 12/2022

Copywriter

Single-handedly revitalized brand voice for TrueCoach, a health and wellness SaaS business serving 20 markets.

- Identified gaps in content marketing strategy to create a content schedule that utilized more lead-generating copy techniques that influenced the customer experience and boosted subscriptions and retention by over 30%.

- Conducted market research and competitor analysis to identify key messaging opportunities; implemented data-driven messaging optimizations that led to a 15% increase in customer acquisition.
- Developed and pitched creative ideas for the brand initiative, “TrueCoach in the Classroom,” implementing TrueCoach’s software in six different undergraduate programs.
- Managed and edited copy from freelancers and drafted a new content guide to assist in onboarding.
- Research and create original copy including white papers, case studies, social media posts, landing pages and email campaigns.

Hanes Brands, Remote, Winston-Salem, NC
Email Copywriter

03/2022 – 08/2022

Wrote consumer-facing content for all Hanes Brands including, Maidenform, Bali Bras, Champion, and Hanes across multiple channels including, emails, social media, landing pages and product pages.

- Improved average conversion rate by over 9% per email utilizing creative copywriting that followed brand voice.
- Doubled rate of discoverability by auditing and editing website copy quarterly to update keywords and ensure legal compliance.

Carson-Dellosa Education, Remote, Greensboro, NC
Copywriter

01/2019 – 01/2022

Led a ten-person team of copywriters and designers to launch product marketing campaigns that earned over \$10 million in revenue for education company specializing in learning materials for children in grades PK-12.

- Studied analytics to audit and reduce product offerings by nearly 60% to only top revenue earners.
- Revamped brand voice and conducted keyword research to audit SEO product copy for over 2k product descriptions on Amazon and company website.
- Conceptualized and delivered product campaign for new line of Disney products that generated over \$1 million within two months of launching.
- Prepared digital assets for product listing pages, storefront pages, DSP ads, email marketing, radio commercials and social media campaigns.
- Analyzed conversion metrics to improve UX/UI of four different storefronts.

Additional Experience

KW-Commerce, GmbH, Berlin, Germany
Native English US/UK Copywriter

02/2018 – 08/2018

Sharkk, LLC, Livingston, NJ
Copywriter

07/2016 – 08/2017

Mobilepros, LLC, Florham Park, NJ
Copywriter

10/2013 – 05/2016

Education

Bachelor of Arts (BA), University of North Carolina at Charlotte, Charlotte, NC