

Rebecca Bogdon

(m. 2025; f. Rebecca Foxx)

Senior Copywriter

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Portfolio & References at: www.RebeccaBogdon.com

EXPERIENCE (* = promoted)

Founder — *FixxeL Agency* | Charlotte, NC | JUL. 2024 - MAY 2025

Provide expert marketing consultations to help businesses identify and communicate their value to achieve sustainable growth. Manage employee(s) and all operations. Craft business strategies and develop custom content.

****Senior Copywriter** — *Nectar Agency* | Ardmore, PA | OCT. 2022 - JUN. 2024

Self-executed Content Management role at department-high & sole capacity. Content lead, copywriter, editor, & proofreader of digital marketing content for simultaneous brands across multiple channels and platforms.

Created content from generation (data analyses, creative ideation/team briefing) and execution (Project Management, copywriting, creative/tasking & post-Q/A) to delivery by layered deadlines for websites, strategic e-mail campaigns, blogs, paid media ads, SEO content (front/back-end), brand stories, and ad hoc as needed.

Voluntary work included establishing copy-design processes with creative leads to streamline workflows and inter-departmental efficiencies; mentoring; strategizing & executing hard-copy plans to increase client revenue.

Copywriter — *Pictureframes.com, Sensaria* | High Point, NC | NOV. 2021 - JUL. 2022

Sole copywriter, editor, & proofreader of digital & print copy for Pictureframes.com division.

Collaborated with Art Director for Executive Creative Director on catalogs, e-mails, & website redesign project. Independently managed organic social media, paid Influencer relationships, SEO, & division blog.

***Managing Copywriter** — *National Wholesale Co., Inc.* | Lexington, NC | AUG. 2019 - OCT. 2021

Sole copywriter, editor, & final proofreader. Responsible for communications strategy, digital & print copy, & brand messaging cross-department. Included generation to finalization of seasonal catalogs (6+/year, ~11+M mailings ea.), web/SEO copy, social media, PPC (was SMM & PPC Manager), formal policy, press releases, daily e-mails, direct mail, and communications on owner's behalf.

Created strategic & creative content plans for daily to seasonal workflows and executed across simultaneous, self-managed channels, optimizing spend vs. organic while maintaining voice & tone consistency. Sole **PPC Manager**; re-built Google Ads upon arrival & achieved 7-fig. bottom-line net profit at an average ~960% ROI.

***Digital Marketing Manager** — *StickyLeads Agency* | Mayodan, NC | MAR. 2019 - AUG. 2019 (CONTRACT)

Simultaneously managed 20+ Google Ads accounts for businesses nationwide, customizing strategies per industry, objective, market & budget size. Code-switched; wrote copy; created graphics; promoted from SMM (absorbed role).

SKILLS

Content Management | Writing, Editing, & Proofreading | Marketing Strategy | SEO | Data Analysis
Critical Thinking | PPC Management | Concept Creation | Brand Management | Attention to Detail

EDUCATION Middle Tennessee State University | 2005–2006, *Music Theory & Composition* | Writing & Composition
Community College of Baltimore County | 2006–2008, *Writing & Composition* | Political Science

CERTIFICATIONS

SEO (BrightEdge)	Google Search Advertising, x3	Google Display Advertising
8/25/19–Does not expire	Expires Aug. 2025	4/23/18 – 4/23/19