

Angie's Copywriting

Effective copy, great results. Simple



Angie Nikoleychuk

Copywriter ♦ Consultant ♦ Strategist



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Marketing and Business Skills

Copywriting

- Create informative, client-focused content and sales copy for online and offline purposes.
- Extensive experience in editing and strategy execution, as well as creating web copy, white papers, brochures, email campaigns, ebooks, articles, and blog posts.
- **Specialty:** Creating custom sales funnels through behavior analysis.

Content Strategy

- Create highly-detailed long- and short-term content plans to support existing business and marketing strategies.
- Collaborate with marketing, design, product, and C-Level executive teams to achieve company goals and objectives.
- **Specialty:** Developing content standards, strategies, and tactics that build relationships, increase engagement, boost conversions, and brand authority.

Search Engine Optimization

- On-page optimization. Visual and "under-the-hood" techniques.
- Off-page optimization and reputation management, including content placement programs.
- **Specialty:** Content-based link building.

Social Media

- Active social media participant, with extensive experience in marketing through various platforms.
- Identify, monitor, and use current trends.
- **Specialty:** Creating platform-specific content and strategies.

Marketing / Conversion Optimization

- Extensive experience working with AIDA, pain/pleasure principles, push/pull marketing.
- Using analytics and conversion optimization principles to identify areas for improvement. Perform split and multivariate testing.
- **Specialty:** Creative and intuitive marketing ideas and solutions.

Project Management / Consulting

- Find, manage, and organize outside expertise and labor.
- Project, goal, and milestone tracking and management.
- **Specialty:** Motivate, monitor, and integrate in-house and remote teams.

Angie's Copywriting Services

Founder, Senior Copywriter, Consultant & Strategist

August 2006 to Present

<http://www.angiescopywriting.com/>

- Content creation for entrepreneurs, small businesses, non-profits, government, and Fortune 100 companies.
- Supply content for Search Engine Optimization companies, PR firms, and marketing agencies.
- Create, execute, and manage content and marketing strategies, keeping them on schedule and within budget.
- Create, design, and manage websites and marketing plans.
- Search and social media strategy integration and implementation.
- Create and manage customer retention plans.
- Link building and traffic generation.
- Content placement and community outreach programs.
- Multi-level project management and consulting.
- Lead generation and customer relations.
- Bookkeeping and time management.
- Brand strengthening and authority building.

Personal Interests

- 19 years' experience as a professional oboist on the international stage, performing in orchestras, symphonies, small groups, and as a soloist.
 - Private tutor
 - Educational clinician and instructor
 - Conducting and composition
 - Additional performance in voice, piano and clarinet
- Painting, drawing, and other creative outlets.
- Fishing, photography, running, gardening, and other outdoor activities.
- Home renovation, interior design, and woodworking.
- Culture, travel, and history fanatic.
- Fiction writer and blogger.

References

Tim Nash: tim@codingfutures.co.uk

Bill Harper: bill@billharper.com.au

Steve Gerencser: steve@sgdesignstudio.com