

**Christopher Williams** | 353 Tompkins Ave #3R Brooklyn, NY 11216 | (303) 909-5957  
christopher.joseph.williams@gmail.com

## Summary of Qualifications

- 2 years of experience in-house at a large New York City not-for-profit organization as a marketing and development copywriter
- 7 years of experience in marketing copywriting and general editing across a wide range of industries
- Demonstrated expertise cultivating engagement across multiple media and conducting successful fundraising campaigns with diverse audiences
- Cultivated ability to develop and deliver marketing collateral both in print and online that drives engagement and builds brand voice
- Prior experience includes conducting interviews for publication, creative writing, blogging, web content writing with SEO focus, and social media marketing posts on X (formerly Twitter), Facebook, and Instagram

## Education

### 2012-2014: University of Colorado at Boulder

M.A. Classics (concentration in literature)

### 2007-2011: Reed College

B.A. Classics (concentration in history)

## Professional Experience

### October 2021 – October 2023

Asphalt Green

555 East 90th St.

New York, NY 10128

Copywriter

- Responsible for all written communication and collateral crafted to appeal to distinct audiences across the organization's diverse stakeholders
- Areas of responsibility included online content, donor engagement, email marketing, press releases, video scripts, speeches, flyers, posters, banners, and other collateral
- Tailored writing to a distinct tone and voice across multiple audiences to build the brand, drive engagement, and cultivate community participation
- Performed email marketing duties, including writing, designing, and segmenting campaigns on various CRM platforms, managing email lists, and analyzing data to improve results

### January 2017 – October 2021

Independent Freelance Copywriter/Editor

- Delivered content in almost every conceivable area of marketing copy, including composing clients' professional biographies, producing lifestyle blog posts, and overseeing content-heavy brand development for advertising both in print and online
- Responsible for copy editing short content as well as serving as the primary copy editor for numerous full-length books for self-publishers and independent publishing houses

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**August 2014 – August 2016**

Ridgeview Classical Schools  
1800 S Lemay Ave  
Fort Collins, CO 80525  
Latin Faculty

- As an educator I was responsible for composing coursework for a range of curricula on the rudiments of Latin grammar
- I presented coursework in class to more than 200 students each year across a variety of age and skill levels and effected the prompt grading and return of tests and quizzes to individual students
- Numerous other transferable interpersonal and administrative tasks associated with education

**August 2013 – May 2014:**

University of Colorado at Boulder  
Boulder, CO 80309  
Teaching Assistant

**August, 2011 – August, 2013:**

Trident Booksellers and Café  
940 Pearl St  
Boulder, CO 80302  
Dishwasher, Barista, and Bookseller

**Additional Competencies**

- Extensive familiarity with various style guides, especially the AP Stylebook
- Expertise in the use of the Microsoft Office suite of software, especially Word, Excel, and PowerPoint
- Proficiency with CRM platforms, including Emma, Constant Contact, and HubSpot
- Proficiency with Google's Universal Analytics and GA4
- Experience with the Adobe Creative Cloud software, especially Illustrator, Photoshop, Acrobat, and InDesign
- Familiarity with the use of Tableau visual analytic software