

Copywriter+

Capability Statement

Emails - Newsletters - Website Copy - Blogging

About

- Women owned
- Targeted Small Business
- 10+ years experience
- Serving Iowa and surrounding Midwest States; occasional out-of-state clients as well as international

Core Competencies

- Creating & updating website copy to give accurate information
- Blog & article writing to build trust and show expertise & authority
- Emails to build & maintain relationships with customers
- Newsletter formatting to keep customers informed and stay top of mind

Differentiators

- Motivated
- Well-balanced interpersonal and business skills
- Proactively engaged with changing marketing trends
- Open Rate average of 25% with CTR average of 1.5%
- Increase foot & web traffic by 25%

Past Performance

- University of Iowa: support marketing efforts as needed
- City of DSM: updated website copy, wrote blogs, and helped with social media copy
- Iowa State Bar Association: article research, interviews, and writing

Point of Contact

Kristi Kenyon
2319 E 23rd St
Des Moines, IA 50317
copywriter.kkenyon@gmail.com
319-290-7132
www.copywriterdsm.com

Company Data

DUNS #04-029-4073
NAICS #711510
SIC #89990301
WOSB
TSB