


# NADIRA BOSTIC

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## ABOUT ME

Freelance copywriter with over six years of experience developing online and social media copy for marketing campaigns.

Detail-oriented and able to manage several projects at once. Skilled at adapting content messages for multiple audience segments across various online platforms.

## SKILLS

DIRECT RESPONSE COPYWRITING

MARKETING STRATEGY

FACEBOOK AD COPYWRITING

INSTAGRAM AD COPYWRITING

EMAIL COPYWRITING

WEBSITE COPYWRITING

HIGHER EDUCATION COPYWRITING

MARKET RESEARCH

BRAND POSITIONING

ASANA

## EDUCATION

**2015 - 2019 – TEMPLE UNIVERSITY**  
**B.A in Advertising – Copywriting**

## WORK EXPERIENCE

### Swatch Digital | Remote

**Feb. 2022 - Present** *Freelance Writer*

- Ghostwrite and update high-quality, original, SEO-optimized blog posts.
- Implement SEO strategies to optimize web content for search engines.
- Edit articles to verify alignment with AP style guidelines.

### 20nine | Remote

**Jul. 2022 - Nov. 2022** *Freelance Copywriter*

- Wrote landing page copy for Kickstarter project.
- Wrote Facebook, Instagram, and LinkedIn posts that advertised client's services and showcased client's past work.
- Wrote Pinterest posts advertising features and benefits of client product.
- Wrote Pinterest posts offering tips for client's customers.

### Benjamin Boivin | Remote

**Aug. - Oct. 2021** *Freelance Email Copywriter*

- Wrote email nurtures encouraging students to apply to universities,

### Generation Z, LLC | Remote

**Jul. 2020 - Jul. 2021** *Freelance Transcriber*

- Transcribed one-on-one interviews with entertainment professionals.

### Liza Koechlin | Remote

**Jul. - Sept. 2020** *Freelance Transcriber*

- Created transcriptions of interviews with "Occupy Wall Street" participants.

### 20nine | Conshohocken, PA

**Feb. - March. 2020** *Copywriting Intern*

- Performed analyses of competitors' brands and marketing.
- Edited and evaluated final copy to verify content aligned with guidelines.
- Proofread copy to ensure correct spelling, punctuation, and grammar.