

[Seth Mason](#)

Marketer Of Multiple Profitable Businesses Through Copywriting

contentbysethmason.com/writing

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Summary

- Owner of multiple businesses in multiple industries made profitable through copywriting, including a niche marketing consultancy.
- Proficient at copywriting for websites, print ads, marketing collateral, television and radio ads, and more on behalf of businesses in multiple industries as well as nonprofits.
- Adept at branding, messaging, and search engine optimization (SEO).
- 18 years of experience, master's degree in marketing, bilingual English/Spanish.
- Willing to work for less if allowed to work remotely.

Relevant Experience

Founder and Copywriter, 2015-Present.

Lowcountry Vistas Charleston.

Operated a niche landscape design and installation business branded to emphasize native design expertise in a rapidly-growing region that's heavily populated by newcomers. Created a compelling, high-ranking website that uses the written word to convince potential customers to hire me before they contact me.

- Grew annual revenue 1000% over the first 4 years.
- Nearly 100% of potential customers hire me after seeing my website.

Founder and Copywriter, 2015-Present.

Charleston Spanish Tutor.

Operated a Spanish tutoring business that promotes teaching from the unique perspective of a non-native speaker who became natively-fluent like his customers wish to be. Created a compelling, high-ranking website that uses the written word to convince potential customers to hire me before they contact me. Information regarding other side ventures found in the "additional information" section of this résumé.

- Nearly 100% of potential customers hire me after viewing my website.

Founder and Copywriter, 2008-2014.

Publicaciones el Nuevo Sur.

Operated a bilingual marketing consultancy that served small and medium-size businesses and nonprofits in multiple industries that were unable to afford the services of traditional Hispanic advertising agencies. Created a compelling, high-ranking website that used the written word to convince potential customers to hire me before they contacted me.

- Won contracts to produce English and Spanish-language ads and marketing collateral for web, print, radio, and television outlets on behalf of dozens of domestic and international Anglo and Hispanic-owned small and medium-sized businesses in multiple industries, as well as nonprofits.

Owner, Editor-in-Chief, and Copywriter, 2002-2007.

Vida Latina.

Operated a bilingual English/Spanish entertainment newspaper and web portal that served 8 metropolitan markets throughout South Carolina, North Carolina, and Georgia.

- Wrote ads for dozens of small and medium sized businesses and nonprofits throughout the region.
- Placed ads on behalf of dozens of national ad agencies.
- Created marketing collateral for national distribution.
- Wrote dozens of cover stories.

Education

Master of Business Administration, Marketing, University of Georgia - Terry College of Business

- Graduate-level business education. Marketing focus.

Bachelor of Science, International Business, College of Charleston

- Formal business education. Marketing focus.

Bachelor of Arts, Spanish, College of Charleston

- Formal writing and speaking education.

Additional Information Relevant To Copywriting

- Creator of an [ecommerce business](#). (Wrote all content for website.)
- Founder of the nonprofit [Solidus.Center](#). (Wrote all content for website and marketing collateral.)
- Former ghost writer for the investment site [Seeking Alpha](#). (Wrote articles under different pseudonyms from different perspectives.)
- Former script writer, CNN Radio. (Wrote scripts for on-air talent.)
- Former economics and politics [blogger](#). (Wrote all content for website.)
- Portfolio available [here](#).