

Tim White

Senior Copywriter
Content Director

Tim White

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Summary

Proven track record of increasing sales revenue through expansion of brand reach, SEO optimization, and targeted social media outreaches.

Distinguished history of writing engaging copy in a variety of formats for web, social media, marketing campaigns, blog articles and long form procedural manuals.

Diverse skill set to simultaneously manage the variety tasks required of a director role.

Effectively manages both direct subordinates and cross-collaboration teams to achieve all project goals.

Experience

Consultant / Marketing and IT Professional

2020 - PRESENT, ALISO VIEJO, CA

Digital Marketing Services for local Real Estate Brokerage including launching of social media program, curation of company blog, and development of SEO strategy.

Failover server and client database auditing for local data security firm including the sterling of internal auditing to increase external customer maintenance by over 50%.

Autobahn West / Service Manager

2019 - 2020, MISSION VIEJO, CA

Boosted production by 34% while operating with 60% staff.

Boosted service appointments by 25% through incentive programs across multiple channels to connect with current clients while attracting new customers.

Supreme Suspensions / Creative Director and Sr. Copywriter

2015 - 2019, LA MIRADA, CA

Broadened social media outreach by 136%.

Boosted email campaign open rates by 30% and click through rate by 20%.

Forged a company Youtube presence.

Shattered divisional sales figures by 300%.

Skillset Group / Chief Operating Officer

2014 - 2015, SAN CLEMENTE, CA

Launched corporate branding and digital marketing strategy.
Developed and implemented the corporate accounting system.
Webmaster and IT administrator.

DDS Rescue / Audit Technician and Webmaster

2013 - 2014, SAN CLEMENTE, CA

Built, launched, and maintained www.ddsrescue.com.
Performed six to eight audits daily on client's production servers to determine health of their backup systems.

Acorn Woods Communications / Design Intern

2013 - 2014, SAN CLEMENTE, CA

Graphic preparation and copywriting for print and web applications.
Press release drafting for various motorsport events.
Created informational product videos for trade show applications.
Built, launched, and maintained light websites.

Education

University of California, San Diego / BA- Communication

2012, LA JOLLA, CA

Alfred State College of Technology / AOS- Automotive Tech.

2003, ALFRED, NY

Skills

Adobe: InDesign, Photoshop, Illustrator, Premier, Dreamweaver; Final Cut Pro; Microsoft: Word, Excel, Powerpoint, Outlook, Windows; Social Media; Search Engine Optimization (SEO); E-Commerce; Digital Marketing; Small Business Network Management; DSLR Cinematography; Team leadership; Copywriting; Copyediting; Web Content Management; Editing; Blogging; Customer relations; Bookkeeping; Payroll