

# Annie Krug

Copywriter & Content Writer

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## CAREER SUMMARY

Copywriter and content writer with over 13 years of experience writing for a wide variety of industries and companies. Reputation for creating copy that both delights and converts. Proficient in Word, Excel, Google Docs, WordPress, HubSpot, and Hootsuite.

## KEY SKILLS

- Copywriting
- Content writing
- Brand strategy
- Copyediting/proofreading
- B2B & B2C
- SEO
- Chicago & AP style
- CTAs

## EXPERTISE

Email campaigns, landing pages, web content, blog posts, ads (print and digital), catalogs/lookbooks, information and buying guides, brochures, newsletters, articles, and product descriptions.

## WRITING EXPERIENCE

### Freelance Copywriter and Editor

*Self-Employed, US*

2007–Present

Industries I've written for include luxury goods, ecommerce, digital storytelling, biotech, green/energy efficiency, IT solutions and services, interior design, home and garden, and food and beverage. My core activities include:

- Working directly with the client to craft or maintain their unique brand voice, helping them achieve their business goals through engaging copy and on-point messaging
- Writing email campaigns, landing pages, web content, blog posts, social media posts, print/digital ads, online scripts, digital banners, catalogs, and brochures
- Editing two full-length book manuscripts (developmental edit) and one coffee table book manuscript (light edit)

### *Some of my clients:*

- Thermo Fisher Scientific/Life Technologies, Inc.
- Renovate America
- Fashionphile
- Raydiant
- Country Rustic Magazine

## **Copywriter**

*Carlsbad Manufacturing Corporation, Carlsbad, CA*

2016–2019

Carlsbad Manufacturing Corporation is a family of exclusive home and garden, luxury furniture, landscape, and gift brands with both B2B and B2C clientele. My core activities included:

- Establishing the brand voice for the company's six major brands; maintaining each of the company's fifteen unique brand voices across all copy (including a luxury brand with a readership of the world's top interior designers)
- Creating engaging emails, ads (print and digital), catalogs, landing pages, newsletters, press releases, web content, social media posts, and product descriptions
- Helping to increase number of MQL (marketing qualified leads) for one brand by 40% in six months
- Crafting eye-catching ad copy for top print and digital publications like *Luxe*, *Veranda*, HGTV, and DIY Network
- Editing other contributors' content for brand voice, clarity, grammar, and spelling

## **Web Content Writer**

*Ceatus Media Group, San Diego, CA*

2015–2016

Ceatus Media Group is a digital marketing firm serving the world's top healthcare practitioners. My core activities included:

- Writing landing pages, directory profiles, and blog posts for award-winning plastic surgeons, ophthalmologists and laser eye surgeons, dentists, and bariatric surgeons
- Ensuring that all copy reflected each doctor's individual brand voice and messaging
- Utilizing SEO practices and trending industry topics to boost visibility and engage readership
- Editing other writers' content for brand voice, clarity, grammar, and spelling

## **Technical Writer**

*Eaton Leonard, Vista, CA*

2001–2013

- Writing technical manuals for the operation and maintenance of CNC tube benders.

## **EDUCATION & CERTIFICATIONS**

### **Professional Certificate in Technical Communication, 2006**

UCSD Extension, La Jolla, CA

## **PUBLIC SPEAKING ENGAGEMENTS**

### **National University, Carlsbad, CA**

2015

Accepted an invitation to give a lecture on "Effective Writing Tips" to Professor Martin Kruming's English Composition class.