

Cameron Bock

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<https://cgbcopy.com>

PROFESSIONAL SUMMARY

Versatile, passionate content creator with over 5 years of professional copywriting experience. Reputation as an expert strategist in brand development, storytelling, and customer engagement, as well as a supportive and engaging instructor. Experienced in a variety of writing styles, voices, and contexts to meet client needs, firmly believing that every word has an explicit purpose and every message has an ideal audience.

QUALIFICATIONS

- Totalling over ten years of experience applying a firm grasp of all aspects of the English language to effective communication in both the marketing and educational sectors.
- Over five years of experience as a copywriter for Dealer.com, a provider of digital automotive marketing platforms.
- Two years of experience teaching English as a Second Language for elementary school and other students in Anyang, South Korea.
- Seven years of experience as a Title 1/LAP Paraprofessional providing reading, writing, and comprehension assistance for elementary school students in Pullman, WA.

WORK EXPERIENCE

Senior Copywriter
Dealer.com

February 2013 – July 2018
Burlington, VT

- Creating and editing unique and engaging automotive blog posts, body copy, product descriptions, calls-to-action, and custom landing pages for thousands of automotive dealership websites across the United States and Canada.
- Welcoming newly hired members to the copywriting team, showing them how to use company programs and webtools, and monitoring their progress with periodic one-on-one meetings.
- Conducting quarterly audits of copywriter content, reinforcing good habits by checking for best practices, grammar and punctuation, voice, brand knowledge, SEO keyword accuracy, HTML code accuracy, and other relevant factors.

Title 1 Paraprofessional
Jefferson Elementary School

October 2018 – June 2025
Pullman, WA

- Providing language and arithmetic assistance for students grades K-5 to meet state academic achievement standards.
- Leading and organizing one-on-one and small group (2 to 6 students) lessons for students in need of supplementary instructional opportunities.
- Conducting weekly DIBELS (Dynamic Indicators of Basic Early Literacy Skills) reading evaluations for at-risk students.
- Conducting triannual DIBELS benchmark evaluations for all students.
- Providing general assistance for all students and teachers.

Story Writer
Alesa's English

July 2018 – October 2018
Remote

- Writing short stories for an educational English video game, challenging players' reading and vocabulary skills from kindergarten to 5th grade reading levels.

TESL Teacher
Daran Elementary School

August 2010 – August 2012
Anyang, South Korea

- Teaching conversational English to grades K-6 as well as teaching parent, mother, and teacher classes varying between three to fifty students.
- Creating lesson plans, worksheets, and games using MSWord and PowerPoint.
- Writing weekly language articles for the English Theme Land Newspaper.
- Leading and organizing school events such as sports days, talent shows, and both summer and winter language camps.

AREAS OF EXPERTISE

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- | | |
|------------------------------------|-----------------------------------|
| ● Website Copy | ● Marketing Research and Analysis |
| ● Blogging and Social Media | ● Team Mentoring |
| ● Copy Editing and Proofreading | ● Microsoft Word and PowerPoint |
| ● Search Engine Optimization (SEO) | ● Teaching and Instruction |
| ● HTML | ● Tutoring |

EDUCATION

Bachelor of Arts – English and Creative Writing

2010

Lyndon State College

Lyndonville, VT

Two-Year Vocational Degree – Design and Illustration

2006

Burlington Tech Center

Burlington, VT

PROFESSIONAL REFERENCES

Niki Wolf

Supervisor, Title 1/LAP Teacher

Jefferson Elementary School

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Joe Evans

Manager, Copywriting

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Robin Hendrickson

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Bobby Bailey

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