**Ryan Unger**

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**Copywriter Profile**

Current Copywriter with a Bachelor of Science degree in advertising and solid working knowledge in content development, copywriting, and editing. Possess business management experience with expertise in providing exemplary customer service, overseeing complex internal operations, and driving revenue growth. Skilled in creating consumer-facing content that incorporates key brand messaging and supports new business acquisition. Adept in technical integration and accessing digital channels to maximize exposure. Elite problem-solver with sharp analytical, critical-thinking, and decision-making skills.

**Areas of Focus**

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| --- | --- | --- |
| * Copywriting / Editing
 | * Consumer-Facing Content
 | * Project Management
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| * Marketing / Advertising
 | * Technical Integration
 | * Print / Digital Platforms
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| * Business Management
* Visionary Leadership
 | * Team Collaboration
* Customer Service / Retention
 | * Training / Coaching
* Data / Performance Analysis
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**Education**

**Bachelor of Science,** Advertising **|** Texas State University, San Marcos, Texas (earned in 2019)

*Extracurricular Activities: Member of Ad Club and Copywriter at NSAC*

**Associate of Arts,** General Studies **|** Austin Community College, Austin, TX (earned in 2016, 3.88 GPA)

***Author****, “Until the End of Time and Back” (for sale at Target and on Amazon)*

**Experience Highlights**

**ACADEMY MORTGAGE,** Draper, UT, 2022-2023

**Copywriter**

Worked directly under the CMO in order to create both compelling and customizable content for both Loan Officers as well as corporate communication. Helped create and implement brand guidelines as well as processes to get copy projects done in a more effective manner.

***Additional Key Contributions:***

* Curated and oversaw the copy for a completely revamped website
* Wrote personalized flyers, emails, and SMS messages for Loan Officers
* In charge of “fun committee” in which I organized work events to better team relations

**Progrexion,** Salt Lake City, UT, 2018-2022

**Copywriter**

Worked hand in hand with Art Director in order to create compelling content that drives sales through all forms of medium. Changed tone to fit any and all messaging while having a preference for witty, fun content. Constantly balancing multiple projects at once to maintain efficiency within the creative office and get maximum content out as quickly as possible.

***Additional Key Contributions:***

* Led creative content in email, banner ads, radio scripts, TV scripts, website content, and company bios
* Develop seasonal content for both email and social media
* In charge of brand approval from all channel managers

**BJ’S BREWHOUSE,** Cedar Park, TX, 2016 - 2018

**Server**

Maximize business retention by providing a satisfactory dining experience, exhibiting in-depth product knowledge on menu items, and delivering high-quality food within a timely manner. Centralize focus on accuracy, efficiency, and attentive customer service. Proactively identify opportunities for improvement to continue enhancing dynamic skill sets.

***Additional Key Contributions:***

* Operate under complete compliance with restaurant regulations and policies to exceed expectations
* Build a rapport with diners and offer suggestions on popular items based on customer specifications
* Known for maintaining a positive demeanor and a strong work ethic; named Server of the Year in 2018

**Zumiez,** Cedar Park, TX, 2011 - 2016

**Assistant Manager**

Served as a driving force behind rapid revenue growth by setting competitive objectives, motivating cross-functional teams, and driving high-volume sales. Repeatedly exceeded expectations and received several awards and honors including #1 salesperson company-wide in the state of Texas and 24-time *Employee of the Period* out of 28. Articulately relayed corporate objectives and facilitated open lines of communication across teams. Collaborated cohesively with company executives.

***Additional Key Contributions:***

* Earned 40% YOY sales growth; strengthened team performances by providing comprehensive training
* Thrived under the pressure of a fast-paced work environment and regularly achieved and outpaced sales goals
* Prioritized customer service and resolved problems by investigating issues and generating effective solutions