Derek Holloway

Freelance Copywriter

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SUMMARY

Freelance copywriter with 6 years of agency and self-employed experience writing landing pages, email marketing and Google Ads copy for SaaS and e-commerce brands. Runs A/B testing on most projects and has raised client conversion rates by an average of 18% while keeping each brand voice consistent.

SKILLS

- **Copywriting**
- **Landing Pages**
- **Email Marketing**
- **A/B Testing**
- **Google Ads**
- **SEO**
- **Brand Voice**
- **HubSpot**
- **Conversion Rate Optimization**
- **Collaboration**

EXPERIENCE

Freelance Copywriter

02/2023 - Present

Holloway Copy Studio (self-employed)

Austin, TX

Self-employed copywriter serving 15 SaaS, e-commerce and fintech clients on retainer and per-project contracts.

- Write landing pages and product pages for **15** clients, lifting average page conversion from 2.4% to 3.6%.
- Build email marketing sequences in HubSpot and Klaviyo; a 6-email onboarding flow raised trial-to-paid upgrades by 21%.
- Run A/B testing on headlines, offers and calls to action, shipping 40+ tests with client growth teams each year.
- Document brand voice guides for 6 startups so in-house teams and contractors write in one consistent tone.

Copywriter

06/2020 - 01/2023

Lone Star Creative Group

Austin, TX

Full-service advertising agency with 45 staff and regional retail, healthcare and tech accounts.

- Wrote Google Ads and paid social copy for 12 accounts with a combined **$1.8M** annual media budget.
- Partnered with art directors in close collaboration on campaign concepts, pitching 3 that won new business.
- Applied SEO research to website rewrites for 9 clients, growing their organic traffic by 35% on average.
- Edited copy across print, radio and digital channels to meet client legal review and brand guidelines.

EDUCATION

Bachelor of Science

The University of Texas at Austin

Advertising

Austin, TX

05/2020

CERTIFICATES

Google Ads Search Certification

03/2024

Google Skillshop