



Amy S. Prior

Interactive Copywriter



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QUALIFICATIONS:

- Ten years of experience writing for Web sites, news releases, landing pages, banner ads, paid search ads, blogs, and e-mails.
- Strong understanding of how user behavior, site architecture, search engine optimization (SEO), graphic design, and site functionality influences copy and its effectiveness
- Uses customer-focused writing with targeted language and search-specific keywords to generate specific actions (click-throughs, filling out lead forms, or interacting with the site)
- Brainstorms ideas to improve client branding and increase client profits
- Ensures copy tone/voice match client direction and target audience
- Researches product/service information to write more effectively
- Fast turnaround with expert understanding of grammar and AP style

WORK HISTORY:

Date of Employment	Position	Company	Location
July 2009 to Present	Freelance Interactive Copywriter	Self-employed	Ann Arbor, MI
Aug. 2009 to Present	Senior PR & Web Copywriter	Internet Services Group of Florida, LLC	Ft. Myers, FL
Oct. 2008 to Jan. 2009	Contractor at Intersect Digital	Vaco Technology	Novi, MI
Sept. 2007 to Sept. 2008	Contractor at Doner	Aquent LLC	Troy, MI
Jan. 2005 to May 2007	Senior Interactive Copywriter	Quicken Loans	Livonia, MI
May 2001 to April 2004	Interactive Copywriter	Team Detroit (JWT)	Detroit, MI
May 2000 to Dec. 2000	Junior Interactive Copywriter	Organic Inc.	Bloomfield, MI
Sept. 1999 to Jan. 2000	Junior Copywriter	Zen Design Group	Berkley, MI

COMPUTER SKILLS: Microsoft Windows OS platforms including XP & Vista, Mac OSX platforms

WEB SITE AWARDS:

- 2002 Finalist for Built Ford Tough Web site, *New York Festivals Advertising Design*
- 2005 www.QuickenLoans.com Best of the Web Award, *Forbes Magazine*
- 2006 www.QuickenLoans.com Financial Services Standard of Excellence Award, Web Award for Outstanding Achievement in Financial Services Website Development, *Web Marketing Association*

EDUCATION:

- 1994 - 1996 Master of Arts, Advertising – Michigan State University
- 1989 - 1993 Bachelor of Arts, Communications – Michigan State University
- 1985 - 1989 High School Diploma – Detroit Country Day School

MEMBERSHIPS:

- 2001 - Present Active member – Asian Martial Arts Studio
- 2006 - Present Assistant Instructor – Japanese Martial Arts Center
- Active Member – Shudokan Martial Arts Association