**Joseph Davis**Copywriting. Branding. Content development.

**Phone:** +1(720) 476-2346 **Email:** joethedavis1@gmail.com

**Portfolio:** <https://www.joethedavis.com/> **LinkedIn:** <https://www.linkedin.com/in/joethedavis/>

**Professional Summary**

I’m a seasoned copywriter and content strategist who’s written for government contracting, cybersecurity, fintech, and consumer brands for U.S. and global markets. I prioritize human-centric writing and metric-focused execution. I’m experienced in content management, brand building, and concept ideation. Let’s connect and make something memorable together.

**Work Experience**

## **Peraton -** Content and social media strategist (10/2022 – present)

* Currently, I plan, develop, and execute content strategy across all digital channels, aligning editorial pieces, social media posts, and website copy to reflect our ever-evolving brand voice.
* I write all copy for omnichannel campaigns, product launches, and branding materials while collaborating with subject matter experts and mentoring team members on best practices.
* Through calendar management, metric analysis, and copywriting, I've helped grow our social media following by over 140%.

## **Stockeld Dreamery** - Copywriter (05/2022 – 08/2022)

* At Stockeld Dreamery, I leveraged my global, native English copywriting experience to help bolster the brand voice for a Sweden-based startup looking to break into the U.S. market.
* I established a social media calendar while writing social, installation, and ad copy.

## **Western Union** - Copywriter (03/2019 – 04/2022)

* As Western Union's lead, North American copywriter, I wrote copy for email and CRM campaigns that reached millions of audience members annually in the U.S., LACA, EMEA, and APAC markets.
* I wrote omnichannel campaigns, product launch copy, video scripts, sports marketing, and more.
* I collaborated with in-house and external agencies around the globe, assisting with localization.

# **Education:** Virginia Commonwealth University ***-***B.S. in Mass Communications – Creative Advertising

## **Skills**

**Content Strategy and Brand Development:** content and social media calendars, brand guidelines

**Digital Marketing:** customer journey campaigns, email and in-app advertising, website and UX copy.

**Analytics and SEO:** Google Analytics, HubSpot, SEO best practices, metrics analysis.

**Creative and Technical Writing:** scriptwriting, paid/organic social, editorial, whitepapers, print, OOH

**Tools and Software:** Adobe Creative Suite, Sprout Social, Canva, Planner, Wrike, Teams, and generative AI.