

Josh Burlette

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Summary

Marketing copywriter with a proven ability to craft engaging copy for diverse audiences. Specializes in search engine optimized web copy. Passionate brand storyteller.

Employment

2019-Present

Communications Coordinator, Slate Valley Unified Union School District

- Develops and implements public relations strategies to promote the vision of Slate Valley.
- Oversees/manages production of all school print, web, and video publications.
- Manages photography, design, and visual identity.
- Develops/manages communications plan.
- Maintains a press release program.
- Maintains/oversees design of Slate Valley website.
- Develops communications strategies to address Slate Valley's position within its sending towns, neighboring school choice towns, and other markets.

2004-2019

Freelance Marketing Copywriter, Self Employed

Past Client List (Partial)

Compeller Digital Marketing Ltd.

- Wrote search engine optimized (SEO) blog posts, web pages and product/service descriptions.

LionLeaf, LLC.

- Wrote search engine optimized (SEO) blog posts, web pages and product/ service descriptions for a wide range of clients.
- Scheduled/Published blog posts through WordPress. -Scheduled/Published links to blog posts on social media through Hootsuite.

Reward Fountain, LLC.

- Managed inbound marketing content through HubSpot.
- Wrote search engine optimized (SEO) blog posts, web pages and downloadable marketing collateral such as infographics and checklists.

The Marketing Solution, LLC.

- Wrote blog posts, web pages, articles and product descriptions for a wide range of clients.

Delta Marketing Group

- Wrote search engine optimized (SEO) blog posts and web page content.

CPA Site Solutions

- Wrote search engine optimized (SEO) blog posts and web page content.

Education

Saint Michael's College: 2004 BA, Political Science/Journalism & Mass Communications (Minor)

Testimonials

"Great writer to work with. I've had the pleasure of working with Josh for 2 years across a variety of projects and never had less than first class work from him in that time. Josh is efficient, inventive and reliable. He has a great way with words and an intuitive understanding of how businesses want to be portrayed to their clients. When I need a high quality, well

researched, and beautifully written piece of work, Josh is always the first name on my list.”
~James Lowery, Compeller Digital Marketing Ltd.

“I’ve hired Josh to provide content for a blog network I manage many times, and will continue to do so whenever the opportunity arises. His work is first class. Writers like Josh make my life easy. I always knew I’d be able to post his work right out of the box. His work was consistent and always right on time. If you need good copy, Josh is your man.” ~Kenny Marshall, CPA Site Solutions

“We have utilized Josh Burlette over the past several years as a key member of our SEO team. Josh has provided a wide range of content for our various SEO clients and his work is always top notch. I would recommend him to anyone looking for a copywriter.” ~John Giaccotto, LionLeaf, LLC