**RICHARD B. LOVE**

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## **Marketing Communications Professional**

A high-achieving and dynamic Content Writer with a proven track record of success in writing, editing, presenting internal and external communication materials, proofreading, brand management, social media management, monitoring digital assets, and adhering to brand guidelines. Excels at prioritizing multiple competing tasks in fast-paced environments. Leverages strong interpersonal skills to deliver client presentations and manage relationships with internal/external partners. Excels at resolving issues, driving successful campaigns, and consistently exceeding client and company expectations.

### **Areas of Expertise**

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| * B2B/B2C Copywriting * Copy Editing * SEO | * Content Strategy * Script Writing * Marketing Analytics | * Proofreading * Digital Marketing * Project Management |

### **Professional Experience**

**ISACA,** Schaumburg, IL2021 - 2023

**Senior Marketing Copywriter**

* Developed, wrote, and proofread brand-centric and conversion-based copy for multiple digital and print channels including email, web pages, landing pages, journal ads, carousel banners, e-newsletters, pamphlets, video scripts, and paid and organic social media for a variety of different audiences and demographics.
* Audited the ISACA website and recommended opportunities for updated content.
* Developed and implemented best practice guides for all company email and organic social media.
* Updated company style guide and provided content guidance while ensuring all copy was consistent with its guidelines.
* Led a campaign to update event messaging strategy, resulting in event attendance doubling from 2022 to 2023.
* Developed new social media messaging guidelines that resulted in an 85% increase in engagement in 2023.
* Engaged in cross-functional collaboration with media, email, and campaign management to develop, implement, and oversee product, membership, conference, behavioral, and nurture email campaigns from concept to completion.
* Coordinated with email marketing team to implement subject line and body copy A/B testing based on market research.
* Collaborated with SEO team to optimize web copy for search engine results and ensure compliance with all regulations and best practices.
* Coordinated with marketing organization to develop and monitor campaigns on Monday.com.
* Crafted targeted B2B content that enhanced online presence and engagement.

**EDWARD DON & COMPANY,** Woodridge, IL2018 – 2020

**Content Writer**

* Wrote, reviewed, and proofread long-form and short-form copy for a variety of topics for all print, digital and web platforms, including catalogs, product descriptions, banner advertisements, video scripts, email, direct mail, social media posts, blog posts, press releases, corporate communications, and ad placements.
* Served as main point of contact with local media outlets.
* Collaborated with design team and senior leadership to present and execute social media campaigns, resulting in 5,000 new followers across all social media platforms during the fourth quarter of 2019.
* Developed, reviewed, and maintained company content calendar.
* Assisted in leading a team dedicated to researching industry trends and creating a new publication, resulting in a 20% increase in new business within 90 days of launch in the third quarter of 2018, and recognition as an industry thought leader.
* Ensured the implementation of brand standards across all marketing channels.
* Coordinated with photographers and designers to index and source all copy, images and artwork.
* Tracked and reviewed various web, digital and social media metrics and formulated strategies with management.

**METLIFE,** Aurora, IL2004 – 2018

**Billing Account Representative**

* Earned a Center Stage Award for writing and editing articles for the MetLife Way newsletter.
* Served as a subject matter expert on external communications related to escalated customer inquiries.
* Helped develop and proofread marketing, enrollment, and corporate communication materials.
* Built, maintained, and expanded positive working relationships with customers.
* Served on a Quality Management team to establish standards and practices.

**Additional Experience**

NAPERVILLE COMMUNITY TELEVISION, Naperville, Illinois, **Production Assistant**. Wrote and edited scripts, station communication documents, and schedules for live and remote programming. Conducted phone and face-to-face interviews with various personalities for local programming. Produced and directed several live and taped segments for local broadcasts. Performed linear and nonlinear video and audio editing. Performed photography and videography for local television programs and documentaries. Monitored and maintained the station’s video and photography library.

### **Education**

Benedictine University, Lisle, IL

Bachelor of Arts, Communications

### **Proficiencies**

Microsoft Office Suite, Teams, Mac OS, Visio, Adobe Creative Suite, Hootsuite, Monday.com, Sigma Microsoft Video, iMovie, Final Cut Pro, Final Draft, Catsy, Figma, Jira, Groupwise, Social Media, AP Style Guidelines, Zoom, HubSpot, Google Workspace, Mailchimp, Google Analytics, WordPress, Smartsheet, Shopify, ChatGPT

### **Memberships**

Copywriters International

Association of Bloggers

American Writers & Artists Institute

### **Certificates**

Google SEO

ChatGPT

Figma