**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
* Social Media Management
* SEO
 | * Content Strategy
* Script Writing
* Marketing Analytics
 | * Proofreading
* Digital Marketing
* Digital Campaigns
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### **Professional Experience**

**CBDCE,** Schaumburg, IL2025 - Present

**Social Media & Marketing Associate**

* Create engaging, action-oriented content across several social media channels including Facebook, LinkedIn, Instagram, and YouTube
* Manage content calendar by monitoring and scheduling monthly social media posts across all platforms.
* Build brand loyalty through direct engagement with members, subscribers, and commenters across all social media platforms.
* Track and analyze monthly analytics to monitor overall performance on social media and implement brand enhancement strategies.
* Create and track organic and paid social media ads on Facebook and LinkedIn.
* Conceptualize, create, and edit video and podcast scripts for local media.
* Develop and maintain best practices guides for organic and paid social media.
* Develop and maintain company style guides to ensure consistent brand voice, tone, and standards are being implemented across all marketing collateral.
* Serve as marketing liaison with partnering organizations to collaborate on creating content for diabetes care and education.

**Self-Employed,** South Elgin, IL2023 - 2025

**Freelance Writer**

* Created high-quality, engaging content for emails, web pages, social media posts, articles, and other marketing collateral that enhances brand visibility and online presence while following SEO best practices.
* Worked with clients to define project goals, tone, and style, ensuring content aligns with messaging and brand standards.
* Provided consultation to local freelancers and entrepreneurs on website-building tips using platforms like Wix, Squarespace, Shopify, and WordPress.
* Edited and proofread content for grammar, punctuation, clarity, and consistency, maintaining high editorial standards.

**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 as well as trigger identification and audience segmentation using Mailchimp.
* 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.

**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 using tools such as Google Analytics and HubSpot and formulated strategies with management based on market research.

**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

Bachelor of Arts, Communications

### **Proficiencies**

Microsoft Office Suite, Teams, Mac OS, Visio, Adobe Creative Suite, Hootsuite, Loomly, Monday.com, Sigma Microsoft Video, iMovie, Final Cut Pro, Final Draft, Constant Contact, Catsy, Canva,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