



# Christian Johnson

COPYWRITER

## SKILLS

|          |  |
|----------|--|
| Research | <div><div style="width: 85%;"></div></div> |
| Mark-up  | <div><div style="width: 80%;"></div></div> |
| Editing  | <div><div style="width: 90%;"></div></div> |
| WodPress | <div><div style="width: 85%;"></div></div> |
| Grammar  | <div><div style="width: 85%;"></div></div> |

## CONTACT

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- 🌐 reallygreatsite.com

## About Me

Creative and detail-oriented copywriter with a strong background in content creation, storytelling, and persuasive writing. Experienced in crafting engaging copy for various formats, including websites, marketing campaigns, and e-learning materials.

## Best Text | 2023-2025

### Senior Content Writer

- Created engaging learning materials for online courses and corporate training.
- Translated complex topics into clear, accessible content for diverse audiences.
- Worked closely with SMEs and designers to develop interactive learning experiences.

## Writing Heroes | 2022-2023

### Content Manager

Wrote and edited persuasive content for digital campaigns, blogs, and landing pages.

## CopyMe | 2020-2022

### Copywriter (freelance)

Optimized content for SEO, increasing visibility and engagement.

## Heidelberg University | 2020-2022

### Master "Angewandte Linguistik"

Focus on communication, creative writing, and digital marketing.

## University of Hamburg | 2017-2020

### Bachelor "Betriebswirtschaftslehre"

Specialized in marketing strategies, consumer behavior, and brand communication.

Experience

Education