

Adam Harrell

COPYWRITER - PLAYWRIGHT - B2B CONTENT MARKETING EXPERT

Portland, OR - [Portfolio](#) - adamtheharrell@gmail.com - (208) 371-5351

SUMMARY

Versatile data-driven B2B copywriter with 10+ years' experience crafting persuasive, plain-language copy that drives results. Skilled in brand voice development, campaign messaging frameworks, and cross-channel copywriting across web, email, proposals, and paid media. Proven record of boosting engagement through a mix of creative storytelling and data synthesis. Adept at collaborating with designers, SMEs, and technical experts to deliver clear, compelling content in fast-paced, deadline-driven environments.

SKILLS

B2B Copywriting - Brand Storytelling - Ad Copywriting - Landing Page Optimization - Email Campaign Copywriting - Social Media Copywriting - Creative Concepting/Ideation - Content Writing - Technical Writing - Prompt Writing - Editing - Proofreading - Public Speaking - Digital Marketing - Email Marketing - Demand Gen Campaigns - Account-Based Marketing - Campaign Performance - Search Engine Optimization - Marketing Operations - MS Office Suite - MS Teams - Google Suite - Salesforce - Wrike - Hubspot - Monday - Marketo - Trello - Slack - Discord - AI Copywriting Tools (ChatGPT, Claude, DALL-E, Jasper) - Yoast - SEMRush - Moz - Google Analytics - Adobe Suite - Asana - Canva - AP/AMA/Chicago Styles

WORK EXPERIENCE

Senior Consultant I (Copywriting/Content Marketing) | Bridge Partners | Issaquah, WA (Remote) | Mar 2023-Jan 2025

- Worked with marketing leaders to develop campaign messaging frameworks and product launch collateral for SaaS/laaS products that aligned with client brand voice and business goals.
- Crafted paid social, ads, and email marketing campaign copy for major product launches at annual Amazon re:Invent conference.
- Integrated ChatGPT Enterprise into writing workflow for optimization and efficient production.
- Balanced multiple projects and workloads across complex networks of stakeholders while ensuring copy compliance in all aspects.
- Clients: *Amazon Web Services, Microsoft, VMWare, Meta, SAP, IBM, Adobe*

Content Author Consultant (SEO) | CMD Agency | Portland, OR (Hybrid) | Nov 2022-Feb 2023

- Worked with marketing leaders on SEO audits and optimization for local B2C and B2B clients.
- Hand inspected 300+ product pages for accurate metadata, keyword usage, and other on-page SEO optimizations.
- Outperformed project goals for completion time and hours used.
- Leveraged SEO tools like Google Analytics and SEMrush to audit pages

Content Lead (Copywriter/Strategist) | PAR Technology | New Hartford, NY (Remote) | Oct 2021-Aug 2022

- Led content strategy and cross-channel copy development across web, email, and paid media, ensuring consistency of tone and brand storytelling for B2B SaaS/HaaS products.
- Directed creative briefs and contributed to campaign messaging frameworks that drove measurable improvements (5-8% social engagement, 2-3 min average time-on-page).
- Partnered with designers and SMEs to refine messaging and visual alignment, reinforcing brand voice guidelines across all deliverables.
- Directed design team on content and navigation updates, driving a **23% increase in website engagement**.

Marketing & Communications Content Specialist | HALO Recognition | New York, NY (Hybrid) | Sep 2014-Aug 2021

- Created multi-touch B2B content for HR and enterprise buyers for SaaS employee recognition platform. Contributed to full-funnel marketing efforts in support of lead gen and customer retention, including SEO/keyword strategies and internal communications.
- Leveraged early AI content tools like Jasper to optimize content strategy and throughput.
- Wrote, edited, or published 2 blogs per week and 3 ebooks or white papers per month, supporting a **25% increase in inbound leads**.
- Optimized landing page and ad copy through A/B testing and performance analysis, contributing to **10-15% conversion rate boost**.
- Featured Content: *Ere Media, SmartBrief, Forbes Communication Council*

RFP Specialist | HALO Recognition | New York, NY | Oct 2011-Sep 2014

- Coordinated extensive and robust RFP responses for Fortune 500 clients, government contracts,

and healthcare/hospital networks, helping secure shortlists in competitive bids and contributing to **win rates averaging 20-30%**.

- Wrote persuasive RFP and proposal copy that secured shortlist placements in highly competitive bids, leveraging plain language and brand voice development.
- Generated **\$15 million+ in annual contract sales** with strong RFx responses.

EDUCATION

MFA, Playwriting - University of Idaho

CERTIFICATIONS

Digital Marketing, Content Marketing, Email Marketing, SEO (Hubspot Academy); Research & Writing with Generative AI Tools (LinkedIn Learning)