

Adam Harrell

COPYWRITER - PLAYWRIGHT - B2B CONTENT MARKETING EXPERT

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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. Adept at leveraging AI tools to accelerate creativity while maintaining authentic brand voice.

SKILLS

Content Creation & Strategy: B2B Content Marketing, Brand Storytelling, Content Strategy, Ghostwriting, Video Script Writing, SEO Content Development, Landing Page Optimization, Email Copywriting, Social Media Content Creation, Blog Writing, Case Studies, White Papers

Channel Management: LinkedIn Management, Social Media Calendar Ownership, Multi-Channel Campaign Coordination, Content Repurposing (Long-form to Social), Email Marketing

Technical & Tools: AI Content Tools (ChatGPT, Claude, DALL-E, Jasper), HubSpot, Marketo, SEMrush, Google Analytics, Google Search Console, Yoast, Moz, Salesforce, Adobe Suite, Canva

Marketing Operations: Revenue Operations Collaboration, Demand Gen Campaigns, Account-Based Marketing, A/B Testing, Campaign Performance Analysis, SEO/Keyword Strategy, Lead Generation

Collaboration: Cross-Functional Team Leadership, Stakeholder Management, Sales Team Collaboration, Creative Direction, On-Camera Comfort (Theater Background)

WORK EXPERIENCE

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

- Managed **3-4 simultaneous B2B client projects** with competing deadlines across SaaS/IaaS industries, delivering campaign messaging frameworks and product launch collateral aligned with brand voice and business goals
- Developed multi-channel content campaigns for major AWS product launches at annual re:Invent conference, creating long-form content then repurposing into paid social, email, and ad copy
- Integrated ChatGPT Enterprise into content workflow to accelerate ideation, optimization, and production while maintaining human creativity and brand authenticity
- Collaborated with design, SEO, and technical teams across complex stakeholder networks to ensure brand consistency and compliance
- **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 for B2B SaaS/HaaS products, ensuring brand voice consistency
- Leveraged Google Analytics and SEMrush to analyze performance data and drive conversion-optimized content recommendations
Directed creative briefs and developed campaign messaging frameworks that drove measurable engagement improvements (**5-8% social engagement lift, 2-3 min average time-on-page**)
- Partnered with designers and subject matter experts to refine messaging alignment across all deliverables
- Directed design team on website content and navigation updates, achieving 23% increase in engagement

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

- Ghostwrote thought leadership content for VP of Marketing targeting HR and enterprise buyers, securing byline placements in Forbes Communication Council, ERE Media, SmartBrief, and HRO Today
- Owned LinkedIn account and multi-channel content calendars (web, social, email), managing end-to-end content planning and execution for SaaS employee recognition platform
- Collaborated with sales team on full-funnel content strategy supporting lead generation and customer retention, contributing to **25% increase in inbound leads**
- Developed video scripts and storyboards for B2B explainer videos and product demos in collaboration with design and video teams
- Wrote and published **2 blog posts per week and 3 ebooks/white papers per month** utilizing SEO/keyword strategies
- Used early AI content tools (Jasper) to optimize content throughput and strategy
- Optimized landing pages and ad copy through A/B testing and performance analysis, contributing to 10-15% conversion rate boost
- **Clients:** AT&T, Lockheed Martin, UPS, Northshore LIJ Health System, Boeing, Hilton Hotels

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

- Coordinated RFx responses for Fortune 500 clients, government contracts, and healthcare networks, **contributing to 20-30% win rates**
- Wrote persuasive proposal copy leveraging data-driven insights and plain language to secure competitive shortlist placements
- Generated **\$15 million+ in annual contract sales** through strategic RFx content development

EDUCATION

MFA, Playwriting | University of Idaho

Theater background provides on-camera comfort and storytelling expertise

CERTIFICATIONS

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