

BALJOT "JOE" SINGH

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Strategic Copywriter Specializing in SEO and AI-Enhanced Campaigns

9+ Years of Crafting High-Impact Content and Driving Measurable Results

Professional Summary

A seasoned copywriter and marketing strategist with over 9 years of experience crafting impactful content, optimizing campaigns, and driving brand growth. Proficient in executing advanced SEO strategies, utilizing AI tools, and delivering effective multichannel marketing solutions. Experienced in creating content aligned with business goals, consistently achieving quantifiable results for B2B and B2C clients.

Key Achievements

- **Increased Engagement:** Led campaigns boosting client engagement by 25% through strategic PR and content initiatives.
- **SEO Expertise:** Improved organic traffic by 30% and Domain Ratings by 15% for 20+ clients via advanced SEO techniques.
- **Lead Generation:** Achieved a 200% growth in SQLs while managing a \$30K monthly budget at Dash Technologies.
- **AI Integration:** Enhanced content quality and reduced turnaround by 20% through AI-powered automation tools.

Areas of Expertise

- **SEO Optimization & Content Strategy:** Backlinks, pillar pages, keyword research.
- **Multichannel Marketing:** Social media, email campaigns, web, and paid ads.
- **AI & Automation:** ChatGPT, Claude, and custom AI solutions for content creation.
- **Brand Messaging:** Voice consistency, storytelling, brand standards development, and tone alignment.
- **Data Analytics & A/B Testing:** Campaign optimization through performance tracking.
- **UX/UI Copywriting:** User-focused, conversion-driven content creation.
- **Team Leadership:** Coaching, mentoring, and cross-functional collaboration

Experience

Marketing Consultant & Copywriter

08/2024-Present

Freelance | Remote

- Worked with SMBs to refine marketing funnels from awareness to conversion stages. Utilized tools like Hotjar and Google Analytics to monitor user behavior, leading to a 12% increase in conversion rates within the quarter.
- Wrote and implemented email drip campaigns on MailChimp, improving click-through rates (CTR) by 10% over a two-month period through targeted segmentation and engaging content.
- Partnered with restaurants and small businesses to optimize Google Business Profiles, social media presence, and website SEO strategies. Achieved a 20% growth in local search traffic and improved online discoverability for clients.
- Consulted with SMBs and start-ups to develop and manage international marketing teams. Provided strategic guidance to streamline processes, resulting in a notable improvement in operational efficiency and a decrease in cost.

Director of Media Marketing

11/2023 – 08/2024

Joseph Studios | Remote

- Directed PR and Content Marketing campaigns, improving social engagement and web traffic for over 30 clients.
- Introduced AI-driven solutions, reducing operational inefficiencies by 20% and enhancing content quality.
- Orchestrated cross-channel campaigns, aligning efforts across social media, email, and the web, improving efficiency by 15%.
- Leveraged analytics tools like Google Analytics, Google Search Console, Hotjar, and Sprout Social to boost engagement metrics by 30% and surpass KPIs.
- Accelerated client revenue by 15% through targeted influencer collaborations.
- Eliminated departmental silos and reduced operational inefficiencies
- Developed scripts, case studies, landing pages, email copy, and social media copy

Director of Content

07/2022 – 10/2023

Joseph Studios | Remote

- Led a team to create 50+ high-quality content pieces monthly, improving client satisfaction by 20%.
- Executed advanced SEO and content strategies, achieving a 20% boost in organic traffic and improving average Domain Ratings by 15%.
- Developed training programs that elevated team productivity by 25% and reduced errors by 30%.
- Refined messaging strategies with stakeholders, leading to a 15% improvement in campaign engagement rates.

Marketing Manager

01/2020 – 01/2022

Dash Technologies Inc. | Dublin, OH

- Managed a \$30K monthly marketing budget, driving a 200% increase in MQLs and improving ROI.
- Designed omnichannel marketing strategies using Google Ads, email, and social media, achieving a 3.5x ROAS.
- Implemented tailored SaaS funnel strategies, such as targeted lead generation tools, improving lead conversion rates by 18%.
- Partnered with product teams to craft user-centric content, increasing product adoption by 10%.

Copywriter, Content Writer, and Editor

01/2018 – 12/2019

Freelance | Mississippi

- Delivered SEO-optimized content that boosted traffic by 25% for clients across healthcare, tech, education, and real estate.
- Partnered with 15 small businesses to create tailored branding materials, such as flyers, direct mailers, brochures, and Google Business profiles, increasing local customer inquiries by 30%.
- Maintained a 95% client retention rate on Upwork, earning 'Top Rated' status.

Education

Bachelor of Integrated Marketing Communications (Minor: Business)

12/2020

The University of Mississippi | Oxford, MS

- **President, Entrepreneurship Club:** Boosted membership by 20% through innovative initiatives.
- **Semi-Finalist,** Gillespie Business Plan Competition.
- **Provost Scholar**

Technical Expertise

- **SEO & Analytics:** Expert in Google Analytics, SEMrush, and Google Search Console for tracking website performance and optimizing SEO strategies.
- **AI Tools:** Skilled in ChatGPT, Claude, and custom AI bots for process automation and content creation.
- **Marketing Automation:** Proficient in using Zapier and Sprout Social to streamline workflows and enhance campaign performance.
- **CMS Platforms:** Hands-on experience with WordPress and Drupal for website management and content updates.
- **Design Tools:** Advanced knowledge of Adobe Creative Suite, Canva, and Figma for creating visually compelling assets.

Certifications

- Technical SEO – Semrush (Valid: 02/2024 – 02/2025)
- Google Digital Marketing & E-commerce Professional Certificate – Google (01/2024)
- Content Marketing Certification – HubSpot Academy (06/2023)
- SEO Certification – HubSpot Academy (11/2021)
- Marketing Analytics & Measurement – Google (01/2024)