

Keegan Goudie

Creative writer with journalism background, digital marketing/social media/SEO expertise, and 10+ years of copywriting experience across dozens of industries.

EXPERIENCE

Sr. Copywriter: Komatsu, Ltd.

2022-23

- Researched and curated variety of technical documents for Komatsu construction/mining equipment.
- Wrote manuals, spec sheets, interactive video scripts, and trade show materials.
- Provided SEO analysis and wrote page copy for organic growth ("industrial demolition" now on Google SERP No. 1).

Sr. Copywriter/ACD: The Academy Awards

2019-22

- Collaborated directly with CD to help launch the Academy's first-ever "blog" (Aframe.Oscars.org).
- Curated stories and wrote weekly newsletter for 16 months—working with graphic designer and aligning in tight deadline.
- Oversaw writers and content for Aframe and implemented content template geared toward organic growth.

Sr. Copywriter: The Marketing Practice

2021-22

- Developed client-winning healthcare marketing materials for Adobe's B2B sales team.
- Reconstructed 50-page brand book focused on data compliance for Collibra.
- Created series of effective LinkedIn posts for Lenovo B2B sales team.

Sr. Copywriter: Montway Auto Transport

2019-20

- Crafted video copy for customer-focused instruction videos.
- Took in-depth keyword analysis and rewrote 20+ eCommerce pages to gain continued organic traffic growth.

Freelance Copywriter: Various Companies

2017-19

- See portfolio for entire slate of work.

Founder/Editor: The Six Thirty

2012-16

- Music/sports blog I launched after college that acquired 500,00 organic unique reads and \$300k from private funding within three years of my first post.

EDUCATION



University of Missouri School of Journalism
Class of 2012

(my skills & areas of expertise)

- Copywriting
- Copyediting (AP Style)
- Technical Writing
- UI/UX Copywriting
- Video Writing
- SEO Copywriting
- Short Form: Taglines, Headlines, social media
- Long Form: White papers, manuals, Case studies

(brands I've done work for)

- Adobe
- AT&T
- Komatsu
- Leinenkugel's
- Lenovo
- Lexus
- Microsoft Office 365
- The Oscars
- Sam's Club
- ThriveMarket.com
- Xerox

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