



# KERRY CAMPION

Copywriter and Content  
Marketer



## CONTACT

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## EXPERIENCE

### COPYWRITER, CONTENT MARKETER & FOUNDER

God Save the SERP | June 2020-Present

- Spearheading diverse content creation across multiple industries, including B2C, learning & development, SaaS, and B2B
- Managing a team of two writers while overseeing project timelines and ensuring adherence to brand voice, SEO best practices, and KPIs
- Facilitating smooth stakeholder communication and cross-functional collaboration to align content objectives with broader business goals

### SEO CONTENT STRATEGIST & COPYWRITER

Iceberg RevOps | Apr 2022 - May 2023

- Drove **202% increase** in organic clicks, **38% increase** in CTR, achieved various **top 5** positions for bottom-of-funnel, high commercial value keywords
- Led SEO content development involving keyword research, long form content writing, SEO optimization, managing content calendar, and KPI reporting
- Collaborated with sales and CRO team to develop content strategy

### HEAD OF CONTENT

Mawla Agency | January 2023 - June 2023

- Responsible for **97% increase** in organic clicks, **20% increase** in website enquiries, various **top 10** positions achieved for keywords with high commercial intent
- Owned all copywriting initiatives and produced a range of copy within tight deadlines including, website copy, blogs, case studies, email funnel copy, and pitch decks
- Collaborated key industry influencers to drive brand awareness, improve content quality, and facilitate content distribution

## REFEREES

### TAFT LOVE, FOUNDER OF ICEBERG REVOPS

"Kerry has elevated our copywriting and SEO games overnight. She is knowledgeable, her work is excellent, and she is dependable (which is hard to find). Kerry is a rare find!"

[taft@icebergops.com](mailto:taft@icebergops.com)

### DAN MALONE, FOUNDER OF MAWLA

"It's in-house quality copywriting and a full-stack digital marketing experience."

[dan@mawla.ie](mailto:dan@mawla.ie)

## PERSONAL PROFILE

I'm a copywriter and content marketer who has been driving more leads and brand awareness for companies for the past 4 years. I've been featured in [MOZ](#), [Copyhackers](#), and [Majestic SEO](#).

### [Portfolio Link!](#)

## EDUCATION

BA English & Politics: First class honours

### Languages:

English (native)  
Spanish (C1)  
French (B2)

## EXPERTISE

Conversion Copywriting  
Technical Writing  
SEO copywriting  
Content Marketing Strategy  
Stakeholder management  
Email Copywriting & Marketing

## SOFTWARE KNOWLEDGE

SEMrush / Ahrefs  
Google Search Console  
GA4  
Wordpress & Sanity

## VOLUNTEERING EXPERIENCE

Freelance Coalition for Developing Countries - SEO copywriting mentor

Women's Aid NI - marketing assistant creating a range of marketing materials for both online & print