

# BENJAMIN SPERDUTO

## CONTENT STRATEGIST & COPYWRITER

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<https://sperdutowrites.com/>

### ABOUT ME

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I'm a passionate content strategist, digital copywriter, and brand writer with a proven track record of developing and executing campaigns that boost organic search traffic, increase conversions, and build brand awareness. As a strategic thinker and skilled communicator, I collaborate with graphic designers, paid media specialists, and web developers to create engaging digital experiences that drive impactful results.

### EXPERIENCE

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#### **Senior Content Strategist**

Roger West Creative & Code, 2021-Present

Develops brand messaging, website content, and ad copy to support strategic marketing goals for B2B and B2C clients. Conducts research and discovery with internal/external stakeholders in multiple industries to develop content strategies that resonate with target audiences. Designs site navigation and wireframes for website projects. Collaborates with graphic designers, web developers, and UX teams to produce SEO-based interactive copy for multi-channel campaigns designed to build awareness, generate leads, and drive sales. Performs keyword research to develop targeted SEO strategy to increase organic traffic. Manages marketing campaigns, develops brand content, and leads strategic projects to help agency secure new clients and expand existing retainer services.

#### Achievements & Highlights

- Increased online traffic 38% for cloud hosting company by implementing new brand messaging and redesigning website experience.
- Boosted brand awareness for Brazilian tech services company's North American expansion with award-winning landing page campaign.
- Drove 40% increase in digital asset management client revenue by developing case study, ebook, and blogging content.
- Enabled the launch of multiple successful start-up companies by developing foundational brand messaging.
- Grew rewards program membership for fast food chain by 22% with interactive digital media campaign.
- Revitalized digital brand presence for national restaurant chain by overhauling website experience.
- Improved agency efficiency 25% by implementing collaborative, cross-functional processes for website design projects.

**Brand Copywriter**

Community Brands, 2021

Developed brand messaging, website content, and case studies for multiple event software and LMS products based on SEO best practices. Collaborated extensively with digital lead-gen, product marketing, and UX teams to create consistent, engaging content across all products and digital marketing channels.

**Product Copywriter**

Accusoft, 2020-2021

Wrote blog posts, pillar page content, case studies, website copy, emails, and eGuides for a B2B software developer based on SEO best practices. Created messaging for new software product launches. Developed a monthly content calendar for diverse product lines and collaborated with product managers to write technical copy for multiple software products and raise brand awareness.

**Lead Copywriter**

Bluleadz Inbound Marketing Agency, 2018-2020

Developed and wrote inbound-focused marketing content for small to enterprise level clients (including blog posts, website copy, emails, and content offers) based on SEO analytics and research. Managed copywriter department and developed internal copywriter process handbook to facilitate onboarding and training. Collaborated with web designers to create interactive copy for multiple B2B websites.

**Teacher**

Lee Academy for Gifted Education, 2014-2017

Prepared and presented comprehensive lessons in history, geography, government, economics, and various elective courses for 5<sup>th</sup>-12<sup>th</sup> grade students at a private secondary school. Developed unique course offerings, managed student research projects, and directed theatrical productions.

**English Tutor**

Link-Systems International, 2011-2013

Proofread papers submitted by college students and advised students regarding grammar usage and content development. Provided live one-on-one support to college students seeking guidance with research projects, essay development, and writing assignments.

**Editorial Assistant**

*The Historian*, 2008-2014

Filed and managed article submissions, corresponded with authors and independent reviewers, proofread and copyedited articles slated for publication, and coordinated with international publisher/printer for a peer-reviewed academic journal.

**SKILLS**

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Copywriting, editing, proofreading, brand research and messaging, SEO strategy, content development and strategy, website wireframing, user experience (UX), web copy, project management, client communications, subject matter expert interviews, education and public speaking, cross-functional collaboration and communication, content AI prompting, creative team management and training.

**PROFICIENCIES**

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Project management software (Asana, Accelo, Jira, Wrike), SEO keyword tools (SEMrush, Ahrefs, Moz, SimilarWeb), CMS platforms (HubSpot, Wordpress), creative design software (Figma, Affinity Publisher, Affinity Designer), generative AI tools (ChatGPT, Google Gemini, Jasper.ai), Microsoft 365 (Office, Excel, Outlook, PowerPoint, Teams), Google Workspace (Docs, Sheets, Slides), Slack.

## EDUCATION

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### **Master of Arts (Early Modern European History)**

University of South Florida

### **Bachelor of Arts (Political Science)**

University of South Florida

## PUBLICATIONS

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### ***Blackspire***

Owl Hollow Press, 2020

### ***Mirona's Law***

Curiosity Quills Press, 2017

### ***The Walls of Dalgorod***

Curiosity Quills Press, 2015