

CURTIS 'CROM' LARSON

(587) 439-1523 + larson.crom@gmail.com + [LinkedIn Profile](#)

TARGET: SENIOR COPYWRITER

Copywriting & Editing ■ Digital Content Creation & Marketing ■ Project Management

— Unlocking revenue, building brands, and engaging audiences —

Articulate, engaging, and highly collaborative professional with extensive experience in copywriting, editing, digital marketing, and website optimization. Skilled leader, communicator, and trainer with a strong track record of success in representing a brand's voice and tone to create compelling and engaging content across multiple marketing and brand channels.

Recognized as a strategic thinker with an entrepreneurial spirit, innate curiosity, and an uncanny ability to forge a coherent digital strategy that helps increase brand awareness, drive sales, and deliver an exceptional end-user experience. Highly adept at coaching internal and external writers to produce top-of-funnel content, increasing reach and conversions.

SELECTED SKILLS & ACHIEVEMENTS

AREAS OF EXPERTISE

Strategic Planning
Content Marketing
SEO & SEM
Data Analysis & Analytics
Audio/Video Production
Online Sales & Marketing
Process & Procedure Creation
Cross-Functional Collaboration

- **Content Creation:** Proven ability to develop outstanding, social first copy for campaigns and guide the end-to-end writing process from conceptualization through production.
- **Brand & Marketing:** Skilled in establishing and leveraging a consistent brand voice and tone across all media types with the audience at the forefront. Expert in telling brand stories that can bring ideas to life.
- **Value-Add:** Demonstrated ability to leverage a data-driven approach and prior IT/technical experience to improve systems, enhance efficiency, and increase productivity.

PROFESSIONAL EXPERIENCE

FOLLY ENTERPRISES

Content Specialist

November 2020 to April 2023

Calgary, AB

Overview: Accountable for researching, creating, and optimizing high-quality content that aligned with the target audience across the online learning platform and social channels. Performed a broad spectrum of duties, including copywriting, editing, SEO implementation, data analytics, and content strategy/calendar development.

SELECTED HIGHLIGHTS:

- **Digital Content Leadership:** Led production for more than a dozen digital content products, including partnered Region Guides. Managed 16 contract writers, coaching them with the Wine Folly voice and copy editing their work. Served as Lead Video Producer including scripting, editing, and publishing.
- **Content Strategy & Calendar:** Developed strategy and built the Content Calendar for the year, encompassing YouTube, newsletter, blog, and social releases at 7-10 content pieces a week to expand the audience and boost sales. Successfully revamped the newsletter, resulting in a 35% increase in subscribers.

- **Significant Performance Improvement:** Successfully reversed traffic decline of 4 million annual users on the Wine Folly website by auditing and updating duplicate content, employing high-traffic keyword targeting, copyediting, and mitigation of a serious technical issue contributing to loss of traffic.
- **Value-Added Contribution:** Played a key role in developing 11 Region Guides, which are cornerstone content pieces designed to provide subscribers with valuable, informative, and engaging content. This initiative encouraged repeat visits, enhanced brand reputation, and fostered partnerships with industry influencers and experts.
- **SEO & Ad Strategy:** Revamped the SEO strategy, resulting in a monthly increase of 400,000 global impressions and a CTR improvement from 2.5% to 3.8%. Collaborated with the Marketing team to develop a new ad strategy, including copy and creative, which led to a 300% increase in average weekly ad revenue.
- **Keyword Research and SEO:** Improved search engine visibility and attracted higher organic traffic by conducting thorough keyword research and integrating keywords seamlessly.
- **Analytics and Reporting:** Utilized analytics to help optimize content performance, identify opportunities for improvement, and employ data-driven decisions to enhance content effectiveness.

CALGARY CYCLE LTD.

April 2018 to November 2020

Online Services Manager

Calgary, AB

- **Content Production:** Tasked with ensuring brand messaging resonated powerfully with the target audience, increasing engagement and conversions. Acted as Primary Content Producer for YouTube and Instagram, including pre-production, filming, editing, and publishing. Copywriter for all site content, newsletter, and press releases.
- **Phenomenal Sales Growth:** Increased online sales by 1000% by dramatically overhauling curation, rebuilding the core online product list with a focus on "Mountain Biking" as the primary strategy. Retooled online store for proper search optimization, improving page ranking (Google page 1), and global reach increase (50k impressions monthly).
- **Process & Procedure Development:** Championed the development of a company knowledge base for employee training. Created internal processes for online-to-store purchases ensuring timely pickup for customers.

PURE CYCLE

March 2011 to April 2018

Inventory Manager

Calgary, AB

- **Inventory Management:** Supported inventory movement between stores and trained staff on inventory systems to provide them with the tools and information needed to engage meaningfully with customers.
- **Technical Excellence:** Leveraged prior expertise in IT systems to develop computer-assisted receiving processes for easier inventory management and reduced loss.
- **Revenue Generation:** Increased category by \$200,000 over three years by re-mapping product layout on the sales floor for improved add-on sales (accessories).

ADDITIONAL WORK EXPERIENCE

Infrastructure Analyst - DivestCo, Calgary, AB (September 2009 to March 2011)

- **Technical Support:** Managed remote office environment including desk-side support, backup systems, and infrastructure. Collaborated on the deployment of a new security environment impacting 400 employees.

EDUCATION

BA in Journalism - Mount Royal University, Calgary, AB (May 2021)

Awards: Emerge Media Award winner 2019 in Audio Storytelling - "Breaking Expectations"

Network Technician Certificate - SAIT, Calgary, AB (October 2001)

COMPUTER SKILLS

Microsoft Office & Google Suite | SEMRush | Notion | Video Production (Adobe/Final Cut) | HTML & Markdown