

Cameron Bock

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PROFESSIONAL SUMMARY

Versatile and cogent content creator with over 5 years of professional copywriting experience. Reputation as an expert strategist in brand development, storytelling, and customer engagement, as well as a supportive and engaging instructor. Experienced in a variety of writing styles, voices, and contexts to meet client needs, firmly believing that every word has an explicit purpose and every message has an ideal audience.

QUALIFICATIONS

- Totalling over eight years of experience applying a firm grasp of all aspects of the English language to effective communication in both the marketing and educational sectors.
- Over five years of experience as a copywriter for Dealer.com, a provider of digital automotive marketing platforms.
- Two years of experience teaching English as a Second Language for elementary school and other students in Anyang, South Korea.
- One year of experience as a Title 1/LAP Paraprofessional providing reading, writing, and comprehension assistance for elementary school students in Pullman, WA.

WORK EXPERIENCE

Title 1 Paraprofessional
Jefferson Elementary School

October 2018 - Current
Pullman, WA

- Providing language and arithmetic assistance to students grades K-5 to help meet state academic achievement standards.
- Providing general assistance for all students and teachers.
- Leading and organizing one-on-one and small group (2 to 5 children) lessons for students in need of supplementary instructional opportunities.
- Conducting weekly DIBELS (Dynamic Indicators of Basic Early Literacy Skills) reading evaluations for at-risk students.
- Conducting triannual DIBELS benchmark evaluations for all students.

**English Tutoring
Pullman Library**

**January 2019 – April 2019
Pullman, WA**

- Offering writing, reading comprehension, and vocabulary support.
- Providing brainstorming sessions, constructive feedback, and light editing to guide subject focus on reports, projects, and presentations.

**Story Writer
Alesa's English**

**July 2018 – Current
Remote**

- Writing short stories for an educational English video game, challenging players' reading and vocabulary skills from Kindergarten to 5th grade reading levels.

**Senior Copywriter
Dealer.com**

**February 2013 – July 2018
Burlington, VT**

- Creating and editing unique and engaging automotive blog posts, body copy, product descriptions, calls-to-action, and custom landing pages for thousands of automotive dealership websites across the United States and Canada.
- Welcoming newly hired members to the copywriting team, showing them how to use company programs and webtools, and monitoring their progress with periodic one-on-one meetings.
- Conducting quarterly audits of copywriter content, reinforcing good habits by checking for best practices, grammar and punctuation, voice, brand knowledge, SEO keyword accuracy, HTML code accuracy, and other relevant factors.

**TESL Teacher
Daran Elementary School**

**August 2010 – August 2012
Anyang, South Korea**

- Teaching conversational English to grades K-6 as well as teaching parent, mother, and teacher classes varying between three to fifty students.
- Creating lesson plans, worksheets, and games using MSWord and PowerPoint.
- Writing weekly language articles for the English Theme Land Newspaper.
- Leading and organizing school events such as sports days, talent shows, and both summer and winter language camps.

AREAS OF EXPERTISE

- Website Copy
- Blogging and Social Media
- Copy Editing and Proofreading
- Search Engine Optimization (SEO)
- HTML
- Marketing Research and Analysis
- Team Mentoring
- Microsoft Word and PowerPoint
- Teaching and Instruction
- Tutoring

EDUCATION

Bachelor of Arts – English and Creative Writing **2010**
Lyndon State College Lyndonville, VT

Two-Year Vocational Degree – Design and Illustration **2006**
Burlington Tech Center Burlington, VT

PROFESSIONAL REFERENCES

Joe Evans
Manager, Copywriting
Dealer.com
(802) 324-7800 (cell phone)
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Niki Wolf
Title 1/LAP Teacher
Jefferson Elementary School
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