

# Holly Elliott

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## PROFESSIONAL EXPERIENCE

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### *Be Top Local*

*2018 - Present*

#### **Lead Copywriter**

- Implemented and wrote ad copy strategies that grew organizational leads for top 100 clients from an average of \$134,000 in revenue to \$257,000 in revenue for the client's businesses.
- Optimized the clickthrough rate on ads and the conversion rate on landing pages by implementing cross-functional ad testing strategies, decreasing the cost-per-lead for top strategic accounts on average from \$22 to \$8.
- Led the successful creation of email and text message sequences that increased opt-in for key demographics by 22% above KPI for plan and increased open rates from 2% to 23%.
- Text message sequences increased sales by 15% every month on average.
- Implemented and created multiple video and written sales letters, resulting in over \$5,000,000 in total revenue.
- Implemented and created organic marketing strategies inside Facebook groups that have increased our monthly schedule rate by an additional 12%.

### *Dark Horse Marketing*

*2019 - Present*

#### **Freelance Copywriter**

- Wrote ad copy for over a dozen niches that converted at 87% on average against a 62% target KPI for target revenue-generating demographics, allowing the business to scale at a 3x YoY rate, 50% above the target rate.
- Created email and text message sequences for the Raffle initiative, increasing the opt-in rate from 5% to 62%.
- Managed 115 "problem" Facebook ad campaigns and decreased their cost-per-lead on average from \$50+ to \$15 by implementing key strategies like new targeting parameters and creative changes.

### *Ad Zombies*

*2020 - 2022*

#### **Freelance Copywriter**

- Grew retention rates for agency clients against aggressive monthly deadlines, leading to a 47% increase in retention rates across 4 months.
- Increased the performance of client campaigns with creative copy strategies that converted at 76% for over 6 months. One testimonial claimed I was the "zombie queen of their niche."
- Worked with top-performing brands such as PetCo to craft custom campaign packages across Facebook, Instagram, Adwords, video, email sequences, and landing page copy.

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## EDUCATION, CERTIFICATIONS, & ACHIEVEMENTS

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*California State University, Long Beach – Long Beach, CA*

*Bachelor of Arts in English*

*Bachelor of Arts in Film and Electronic Arts*

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## TECHNICAL SKILLS

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**Skills:** Meta Ads Manager, ClickFunnels, Zapier, Monday, Kajabi, Asana, Final Cut Pro, Adobe Creative Cloud, Active Campaign, Go High Level

**Styles:** Facebook, Instagram, AdWords, Reels, TikTok, YouTube, Radio, TV, Email, SMS, Landing Pages, Website, SEO