



ART MARTORI

COPYWRITER

SKILLS

B2B & B2C
SEO & SEM
Brand Voice
CMS (+WordPress)
User Testing(+UsabilityHub)
Adobe CC
Kanban
Agile
HTML & CMS (good)
Spanish (fluent)
Brazilian Portuguese (fair)

CONTACT

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artmartori.com
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EXPERIENCE

Sept. 2020 – present | Lead Copywriter & Managing Editor | GoDaddy Global Partners
Principal writer for portfolio of international brands. Managing & recruiting third-party and community contributors. Deliverables include entertaining yet highly technical how-to content geared toward web designers/developers delivered via blog, video, email, social, FoS, LPs, etc.

Oct. 2019 – Sept. 2020 | Sr. Copywriter | Sucuri

Primary author for rebranding and development of brand and style guidelines. Launching new platforms including online learning and DIY guides. Other deliverables include UX, blog, SEM & SEO pages, learning portal, product launches, social & paid. Split & user testing.

Feb. 2017 – Oct. 2019 | Sr. UX Copywriter | GoDaddy

Increasing domain searches and registration. Converting on paid landers. Brand voice. Product pages. SEM & SEO pages. Special projects (e.g. GDPR, sea change, checkout path, Danica Patrick). Split & user testing.

Sept. 2017 – Feb. 2017 | Tier 1 Copywriter | Berkadia

Commercial real estate arm of Berkshire Hathaway. Assigned properties valued at \$40mm+. Print collateral (e.g. offering memoranda, financing brochures, team profiles). Email marketing. Web copy. Editor for research associates.

Oct. 2016 – April 2017 | Marketing Copywriter | Ipro Tech

Increasing share of eDiscovery market. Brand voice. Web copy. Email marketing. Blog posts. Press releases. Complex product descriptions. Web design (e.g. wireframes, comps, page building). Event photography.

Feb. 2013 – Aug. 2016 | Web Design Copywriter | GoDaddy

Content writing for customer-facing design service. Phone interviews (1,000+). SEO research & implementation. Vertical market research. Special projects (e.g. executive communications, internal communications).

Oct. 2010 – Feb. 2013 | Tech/Comm Writer | GoDaddy

Building internal and external engagement. Customer-facing technical writing. Author on customer-facing blog. News for internal blog. Email marketing. Graphic design.

EDUCATION & CERTIFICATIONS

B.A. Journalism, A.S.U.

B.A. Spanish, A.S.U.

Google Webmaster Academy

HubSpot Content Marketing

HubSpot Inbound Marketing

Codecademy HTML & CSS

PAST CLIENTS

GoDaddy

Maricopa Community Colleges

The Arizona Republic

The East Valley Tribune

True West Magazine

Bishop Law Office

Stromfors Law Office

ECHO Magazine

JAVA Magazine

Arizona Highways

Red Dog Gallery

Wy-Knot Gallery