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# NATHAN UMOH

## Professional Summary

Experienced copywriter with domain expertise in content, social media, and educational and promotional content. Skilled at writing with the appropriate brand tone of voice, referencing style guides. Also brings team leadership and sales experience. Has served clients in marketing, consumer packaged goods, SaaS, technology, education at mature technology, and marketing agency startups in US and Mexico. Experienced, talented, and interested in doing more video work. Skilled at doing quality control on own work as well as working remotely and with remote teams. Fully bilingual in English and Spanish.

## Experience

### Envato - Staff Writer

Wyoming, MI  
02/2020 - 06/2022

- Crafted video scripts, screen casts, voice overs, and appeared on camera for the Envato Tuts+ YouTube channel with over 900,000 subscribers.
- Optimized website content, including 500+ articles and 200+ tutorials for page titles, meta descriptions, h1s, alts, and anchor text through SEO, leading to maintaining high rankings for tutsplus.com, a website with close to 6 million monthly page views.
- Earned over 76,000 views for YouTube channel videos, leading the channel to grow in the business and sponsored video category.
- Asked to continue to provide these services to Envato after ending employment.
- Was identified for developed video skills, was groomed to enter the space full-time.

### 121 Corp - Copywriter

Zapopan, JAL  
03/2019 - 02/2020

- Contributed copy to marketing campaigns, video scripts, and translations for global brands such as Kinder, Air Wick, Mucinex, and more.
- Collaborated with in-house agency and external client teams in both English and Spanish to review copy.
- Wrote articles for CEO World, Young Upstarts, and other publications on behalf of the agency's CEO.
- Coordinated social media posts for the organization's and some executive's accounts on LinkedIn, Facebook, and Instagram.
- Documented rationales behind design proposals, which were delivered to clients.
- Led to agency earning more marketing copy work.

### Feeding America West Michigan - Social Media Specialist

Comstock Park, MI  
05/2017 - 06/2018

- Hired to continue to run social media after completing an internship with the organization.
- Led social media component of a large month-long campaign to build awareness, and connect with communities via Facebook, Instagram, and Twitter, helping secure 180,000 meals for people in need.
- Engaged volunteers and community stakeholders, handled on-location photography to incorporate them into the organization's social media strategy, and increase community connection.
- Achieved high engagement on some posts, contributed to the organization receiving large donations.

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📍 Wyoming, MI 49519

## Links

- <https://linkedin.com/in/nathan-umoh>
- <https://nathanwrites.me>

## Skills

Article and Blog Writing  
Script Writing  
Editing  
Researching  
Language and Tone Customization  
SEO  
Spanish to English Translation  
Google Search Console  
SEMRush  
CMS Tools  
HTML

## Education

12/2017

### Grand Valley State University

Allendale, MI

Bachelor of Arts: Advertising And Public Relations