

# Aaron Wertheimer, M.A.T.

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(949) 228-7290

## **SUMMARY**

Creative and organized professional with 8+ years of copywriting and marketing experience for diverse international clients. As I am adept in SEO content writing, research, and technical writing, user insight testing, web-based advertising, email direct marketing, and social media campaigns, I would like to use my skill set to boost your company's bottom line.

## **MARKETING AND BRANDING EXPERIENCE**

### **Freelance Marketing Copywriter and Editor (remote); Various Publications**

08/2012- Present

- Write corporate literature, press materials, and internationally distributed newsletters to develop brand awareness
- Engage consumers by brainstorming topics for and writing and editing twice weekly WordPress and SEO articles
- Produce blog copy for companies in Ecuador, New Zealand, Ghana, China, and Singapore to increase web traffic
- Drafted email direct marketing copy for auto-send messages and sales content at various stages of the sales funnel
- Launched and tested social media campaigns for business industries and used A/B testing to drive web traffic up 50%
- Brainstorm, research, test, and analyze topics for brand development with user insight testing, Hubspot, and Semrush
- Collaborate in remote settings across time zones to help business partners identify and serve their target demographic
- Designed and co-wrote internal sales team copy used to target a consumer base of 550,000 customers in 130+ countries
- Optimize web-based copy for online personas by using Adobe Photoshop Suite, Canva, Figma, and Google Apps

### **Development Assistant and Copywriter (remote), USA4RSA Foundation; Clearwater, FL**

05/2022- 10/2022

- Created and managed Google Ads campaigns and peer-to-peer fundraising with DonorBox, and Google Suite
- Posted and managed Facebook, TikTok, and Instagram social media schedules using Meta Business Suite and HootSuite
- Drafted and maintained hardcopy and online donor request letters, revenue expense budgets, and reconciliation reports
- Maintained stewardship of new and returning USA4RSA donors in South Africa and America by email and phone
- Supported our donors and fundraisers located across three time zones with exceptional and highly personalized service
- Provided administrative support for both in-person and virtual events using Zoom, Google Meet, Slack, and Discord
- Managed matching gift and donation migration requests on a daily basis by communicating to the CEO daily via email
- Coordinated event support for the in-person flagship USA4RSA Gala event in 2023 in Clearwater, Florida

### **Content Creator and Program Facilitator (remote), iEARN-USA, New York City, NY**

08/2021- 01/2022

- Partnered with the U.S. Embassy to deliver a 10-week, virtual program on developing digital citizenship to educators
- Researched, drafted, and presented Digital Health and Well-Being instructional content to help participants learn
- Taught 40 non-native English educators from 140+ countries partnered with the U.S. Embassy
- Led and created weekly discussion sessions to speakers with varying levels of technological proficiency
- Facilitated program evaluation for final reporting by coordinating with four program facilitators and one project lead
- Monitored and reviewed bi-weekly assignment submissions to provide academic feedback and support to participants
- Coordinated weekly meetings across time zones in New York, Florida, and California to analyze data
- Organized and led weekly academic support office hours for participants on six different continents

### **Editor and teacher, Guangzhou English Training Center for the Handicapped (GETCH), China**

07/2014- 07/2015

- Assisted staff in summarizing, editing, and translating weekly Chinese blog posts, internal school and data reports, and grade summary sheets into English for dissemination to the U.S. Consulate General and U.S. Embassy
- Served as the English spokesperson for GETCH in local Haizhu district for Guangzhou's English-speaking community
- Trained 50+ staff and students on basics of Business English, and U.S. culture and work values to build school culture
- Collaborated with school staff to design, implement, and promote marketing copy for in-person events for 300+ guests
- Discussed in one-on-one meetings with students their post-grad goals and edited their resumes for content and clarity
- Coordinated a schedule of office and editing hours and a full-time teaching schedule for a caseload of 50 students
- Learned conversational Chinese by taking twice weekly tutor sessions with one of my colleagues as my tutor

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## **Speaker Check-in Attendant; Viacom, Inc., Anaheim, CA**

06/2022- Present

- Work in-person once a year at an annual VidCon convention for social media content developers and influencers
- Create and edit slide decks for TikTok, Instagram, and YouTube influencers for poster board presentation material
- Communicate with three teams in-person via earpiece radio, email, and text message during the week of the event
- Coordinate logistics with various stage managers to ensure content material and talent are ready on presentation day
- Purchased paraphernalia and resources to be set up and used as visual aids for set displays and on-stage at the venue
- Set up and tracked ADA-accessible seating, DIY event resources, and speaker set-ups for more than 50,000 guests
- Created and managed speaker schedules for talent and guests during morning, afternoon, and evening speeches

## **TEACHING AND NONPROFIT EXPERIENCE**

### **English Language Arts & Music Teacher, Fusion Academy; Huntington Beach, CA**

03/2021- 08/2022

- Steward potential donors and investors by connecting students with workforce professionals
- Mentor and instruct a caseload of 16+ students in one-on-one twice weekly 50-minute classes
- Communicate hourly with 20+ teachers about student well-being with Microsoft Teams and Outlook
- Craft brief daily summary reports for parents and teachers on student socioemotional progress
- Create S.M.A.R.T. goal templates and plans discussed quarterly in student, teacher, and parent conferences
- Co-lead a week-long music summer day camp with two camp counselors for a group of 20-25 K-4th grade students
- Use Salesforce customer relationship management software to track inventory and manage school communications

### **English Learner Specialist (ELS), Opportunities For Learning School (OFL), Compton, CA**

11/2018- 06/2021

- Coached small groups of high school students in live and remote classes for English Learners of different cultures
- Coordinated with multidisciplinary staff daily to document and analyze test results and data trends
- Communicated by phone, text message, and email to parents and parole officers on student achievement metrics
- Collaborated with teachers to implement school and district standards and goals for student retention and development
- Co-created and led the Music Club for written and live music

## **CERTIFICATIONS**

Marketing: Copywriting for Social Media, November 2022

Certificate of Non-Profit Management, February 2022

California Clear English Single Subject Teaching Credential, June 2020

California Preliminary English Single Subject Teaching Credential, June 2018

## **EDUCATION**

Secondary Clear English Credential, June 2020

Concordia University of Irvine (CUI)

Master of Arts in Teaching (MAT), Secondary Preliminary English Credential, August 2018

University of California, Irvine (UCI)

Bachelor of Arts (BA) in Psychology, March 2014

University of California, Santa Barbara (UCSB)

Education Abroad Program, Copenhagen, Denmark. August 2012- January 2013

## **SKILLS AND INTERESTS**

- 20+ years of piano and drum pop and folk song composition and performance
- Multilingual: English (native), Hebrew (fluent), Mandarin Chinese, Spanish, and Danish
- Author: *Greater Than a Tourist: Budget Travel Tips for 20 Somethings* by Aaron Wertheimer
- Volunteering: Social media and blog copywriter for International Volunteer Headquarters in New Zealand (remote); Awaken Arts drum mentor and Segerstrom Center for the Arts drum and dance mentor (in-person)