

Lydia Puller



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Herspective Marketing — Freelance Digital Marketer | Copywriter

September 2016 - Present

- Built strong client relationships by providing tailored solutions to address unique pain points and needs.
- Crafted persuasive sales proposals and copy to generate leads and nurture prospects.
- Led team of contractors to execute digital marketing campaigns across platforms.
- Conducted competitor research and SEO optimization to increase website traffic.
- Created marketing collateral, including web design, graphics, and SEO copywriting
- Produced engaging content aligned with brand voice for social media, emails, and landing pages.
- Managed CRM and optimized sales funnel through targeted campaigns.
- Educated clients on the latest trends and strategies to support their goals.

PBFC — Freelance Digital Marketer

January 2019 - January 2021

- Consulted clients, wrote proposals, and created customized sales copy to maximize sales opportunities.
- Developed and managed websites, and designed social media graphics.
- Produced high-quality copy and content for social media, email, landing pages, blogs, and e-commerce.
- Managed social media platforms, and interacted with followers to enhance engagement.
- Planned, researched, and wrote long-form SEO content.
- Created content for coursework and produced video tutorials.

APR & Vanguard Properties — Real Estate Sales | Marketing Consultant

March 2003 - September 2019

- Developed and leveraged relationships with high-net-worth individuals to understand their real estate needs.
- Created tailored proposals to help luxury clients purchase multi-million dollar residential and commercial investment properties.
- Established successful marketing campaigns and digital marketing strategies to generate leads and revenue.
- Designed landing pages, websites, and social media graphics.
- Matched high-net-worth buyers with premium properties and negotiated win-win deals on high-value real estate investments

SKILLS

Consultative Selling and Relationship Building | Proposal and Sales Copy Development | CRM Management and Sales Funnel Optimization | Remote Communication and Virtual Presentation | Persuasive Writing and Interpersonal Communication | Email Campaigns and Lead Generation | Web Design and Copywriting | Social Media Management and Engagement | Keyword Research and SEO Optimization

EDUCATION

B.A. Ethnic Studies - University of California, Berkeley
Certification, Women's Entrepreneurship - Cornell University
Residential Real Estate License - Dept. of Real Estate