

Cristina D. Kuptzin-Johnson

Freelance Writer/International Journalist

3123 Lincoln Hwy. E
Paradise, PA 17562
cdkjis@gmail.com

[Vagabond Cristina Website](#)

Hello.

From April of last year until August this year, I was the content marketing copywriter for ClockShark. I began with writing blogs, all based on their brand voice and target market (construction and field services), and went from there to editing, proofreading, and writing email campaigns, ads, social media captions and posts, guides and resources, landing pages... Pretty much any copy they needed, I wrote.

And anything written by outside contractors went through me.

Accomplishments include:

Overall blog conversion (April 1, 2020 to August 31, 2021 X previous period):

- 72.43% increase in traffic
- 11.33% decrease in bounce rate
- 41.92% increase in Avg. Time on Page
- 164.71% increase in trials
- 66.6% increase in CTR (May 2020 x August 2021)

Top three performing blog posts:

[10 Tips For Quality Control on Your Construction Project \[+Checklist Template\]](#)

(July 2020 - August 2021)

- CTR - 3%
- Pageviews - 12, 034
- Time on page - 00:06:22

[Construction Marketing: 12 Tips to Get Clients in Construction](#)

(November 2020 - August 2021)

- CTR - 1.6%

- Pageviews - 7,145
- Time on page - 00:06:16

[7 Reasons Why Construction Managers Should Visit Their Projects](#)

(July 2020 - August 2021)

- CTR - 6%
- Pageviews - 4,319
- Time on page - 00:05:43

Here are some more examples of the things I contributed:

I wrote all of their guides on their integrations including ADP, MYOB, Paychex, QBO/QBD, and more. [Here are all of the guides, as well as the landing pages.](#)

I wrote [each of these guides](#), too, but because they're posted through Intercom, no byline is given (it automatically assigns it to whoever published it, and since I was taken from the system, it automatically assigns them to the Mascot)

Here are some sample blog posts. ClockShark's content manager requested blogs to be around 1000 to 1200 words (depending on topics) and to be at a grade 8 or 9 readability level. I only mention this so you can have an idea of the parameters I wrote within.

[How To Get \(And Keep\) Skilled Workers in Construction](#)

[Using a Pay Rate Report to Stay Profitable](#)

[Managing Safety Compliance On The Jobsite \[+Downloadable Checklist\]](#)

[A Contractor's Guide to Construction Photo Documentation](#)

[20 Common GPS Time Tracking Myths & Misconceptions](#)

[Is GPS Time Tracking Right for Your Company? Here Are 11 Questions To Ask](#)

ClockShark occasionally used contractors for their blog posts when we were in the thick of doing webinars or website rewrites. In those cases, I had to proofread and/or edit each of those posts, as well. If you visit the [ClockShark blog](#), you'll find countless articles I wrote.

Feature Article Examples:

ClockShark released QIP – Quotes, Invoices, and Payments (but they've recently scaled that back). I wrote all feature release updates, such as this one (they're all attributed to ClockShark because they're features):

<https://www.clockshark.com/Blog/clockshark-quotes-invoices-payments>

After releasing “Conversations,” ClockShark determined it was necessary to clarify how to use this new feature to clear up communications from the field: [Two Different Ways to Communicate Using ClockShark](#)

Guest Post Example:

(Written for G2)

[Your No-Nonsense Strategy for Managing Employee Absenteeism](#)

I thank you for taking a look at these samples and hope to hear from you!

Kind regards,

-Cristina D. Johnson

<https://vagabondcristina.wordpress.com/>

Cristina D. Kuptzin-Johnson

Freelance Writer/International Journalist

3123 Lincoln Hwy. E
Paradise, PA 17562
cdkjis@gmail.com

[Vagabond Cristina Website](#)

EXPERIENCE

ClockShark, Chico, CA — Content Marketing Writer

April, 2020 - August, 2021

Started with blog copywriting and grew to become the company-wide copywriter including blog posts, white papers, landing pages, email templates, ad copy, social media posts, editing and proofreading. (References available)

Verblio Content Agency — Freelance Content Writer

November, 2017 - PRESENT

I've thoroughly enjoyed working for Verblio as a freelance content writer. I began writing for them in early November and quickly rose to level five with multiple five-star ratings and a dozen clients who have preferred my work for their companies. I continue to write for Blogmutt daily. (Testimonials available)

TEA GUESTHOUSE, Punta Gorda, Belize — Volunteer

November 2015 - December 2016

Traveled to Belize to assist the Mayan organization, Toledo Ecotourism Association, in improving their website, documentation and operations in an effort to attract more tourists to their program. Unfortunately, due to a pervasive lack of communication within the group, my time was cut short. I now devote much of my time helping many of the poor in the Toledo district.

SELF-EMPLOYED, Downingtown, PA — Freelance Writer

2010 - July 2015

I worked as a freelance writer - primarily online - while being the primary caretaker of my son who struggles with Autism. I did this until he graduated in 2015 and continued freelancing until coming to Belize, where I continue to offer occasional services

EDUCATION

- Certified Life Coach/Energy Leadership Master Practitioner
Institute for Professional Excellence in Coaching (iPEC), 2008

SKILLS

Proficient in MS Office

Type 100+ WPM

Experienced in SEO Content Writing

Knowledge of multiple niches

Certified as a SEO Content Writer through Hubspot Academy

Clear understanding of AP style and standards

Knowledge of and experience in website development and graphics design

Currently a Freelance Writer For:

Blogmutt.com

Textbroker.com

ConstantContent.com

ClearVoice.com

Private clients

Upwork.com

CPC, ELI-MP

- Middlesex Community College - Middletown, CT

September 2005 to June 2006

Liberal Arts

Some credits (Did not graduate: Was already working as a journalist)

- Hillsborough Community College, 1996

Mass Communications

Some credits (Did not graduate)