

Steve Houston

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Background

I've been providing digital marketing services to companies of all sizes for the last 14 years, and I've also been creating online content in a variety of formats for at least that long. I'm a contract remote copywriter for hire for any business that needs fresh, new search engine-optimized (SEO) copy that both reads and converts well.

Work Experience

Digital Marketing Consultant

NetCentricity - San Antonio, TX July 2009 to present

Develops and manages digital marketing campaigns for SMBs to attract new clients and help promote business growth. Analyzes client's online marketing needs and crafts appropriate solutions to help client achieve their goals. Researches, writes and publishes creative content to boost business branding.

Education

St. Mary's University - San Antonio, TX

University of Texas - San Antonio, TX

Skills

Digital marketing

Copywriting and content development

Demographics-based digital display advertising

Email marketing

Marketing automation

Search engine marketing (SEM)

Reputation marketing

Social media marketing

Graphic design

Blogging and branding

Google Ads

Facebook Ads

WordPress website design

Proofreading

MS Office Suite

Certifications (DigitalMarketer.com):

Content Marketing

Builds brand authority and nurtures prospect/customer relationships by creating content that delivers value in an engaging way. My content drives awareness using various media types across multiple channels to encourage interaction and customer conversion.

Direct Response Copywriting

Writes direct response copy that moves prospects through the "Customer Journey" and encourages them to make purchases or become warm sales leads.

Paid Traffic Management

Builds and manages paid traffic campaigns - both demographics-based and retargeting - that create "top of mind" awareness in new prospective customers and company website visitors.

Email Marketing

Creates email marketing campaigns and lead magnets that help keep corporate sales funnels fueled with new leads.

Conversion Rate Optimization

Helps optimize conversion funnels to reduce customer acquisition costs and increase both short-term and long-term customer value.

Publications

Internet Marketing Blueprint For Doctors

https://www.amazon.com/Internet-Marketing-Blueprint-Doctors-Strategies/dp/0985239700/ref=sr_1_fkmr0_1

Internet Marketing Blueprint for Doctors clearly and concisely outlines a customized online marketing program for physicians who want to take their medical practices to the next level and clearly distinguish themselves from their competition. This unique "blueprint" reviews both the proven and the cutting-edge internet marketing strategies in use by businesses today, and makes specific recommendations about which of those strategies and techniques will work the most effectively for a private medical practice.

The 8 Key Internet Marketing Strategies Every Business Must Know About

<https://vimeo.com/showcase/5591229>

In this fast-paced 20-video training series, NetCentricity's Steve Houston shares his professional insights on key internet marketing concepts and advanced strategies that can help any business compete more effectively online.