

Name: Taatsi Swep Job Title: Direct Response Copywriter

Summary: Results-driven direct response copywriter specializing in the personal development, success, and mastery niche. Proficient in short-form email copywriting, storytelling, and list nurturing. Experienced in generating high engagement and driving conversions. Continually honing skills and seeking improvement.

Experience:

- Collaborated with a digital marketer for several months, delivering compelling copy that satisfied clients and received positive feedback.
- Developed and executed successful storytelling campaigns in a small market, resulting in 700 shares and 1200 reactions, reaching over 2% of the population.
- Implemented direct response and list nurturing strategies, applying persuasive writing techniques to engage and convert target audiences.

Education and Training:

- Copywriting Training with Dan Lok
- Copy Accelerator Mastermind with Justin Goff and Stefan Georgi
- Email List Management Course with Troy Ericson
- Matthew Volkwyn's Email Dojo
- Completed a \$5000 course by copywriting master Gary Bensivenga, demonstrating dedication to professional growth and expertise in the field.

Skills:

- Short-form email copywriting
- Storytelling techniques
- Direct response strategies
- List nurturing and segmentation
- Persuasive writing
- Copy editing and proofreading