

Chris LaMorte

COPYWRITER

Details

217 W. Menomonee St.
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Links

[Portfolio](#)

Skills

Content Writing

Communication Skills

Copywriting

Creative Writing

AP Style

Profile

I'm a metrics-minded creator who produces compelling content, eye-catching headlines, snappy social media, and other copy that achieves measurable results.

Employment History

Senior Content Writer, Tock, Inc., Chicago, IL

SEPTEMBER 2021 – PRESENT

- Create B2B content to promote the benefits of Tock's SaaS-based reservation platform. Wrote copy for drip and onboarding campaigns.
- Write B2C blog posts with top restaurant owners and chefs to help engage guests and create loyal customers.

Freelance Copywriter, Chicago, IL

2017 – PRESENT

- Project-based copywriter for Motorola.com, Lettuce Entertain You Enterprises, University of St. Augustine, Magellan Real Estate, Realyze Marketing, Lincoln Park Smiles Dentistry.
- Work encompasses email, product descriptions, web sites, print, brochures, banner ads, Facebook ads, blogs, radio and conceptual.

Senior Editor, Hello Mainland, Chicago, IL

SEPTEMBER 2020 – AUGUST 2021

- Create high-performing earned, owned, and paid media content on behalf of agency clients in the franchise industry and other sectors.
- Work encompasses blog posts, social media, white paper chapters, press releases, and thought leadership.
- Develop, assign and edit owned content for two daily publications: Estatenvy.com & Room1903.com.
- Plan monthly content calendars; coach writers to improve accuracy, brand voice, readability, and SEO scores; refine copy flow.

Content Strategy, Contract Roles, Chicago

APRIL 2018 – MARCH 2019

- **Motorola:** Created web content and automated drip CRM email campaigns for global e-commerce site. Improved customer journey and engagement, segmentation and retention.
- **RSNA:** Developed communications and brand messaging for physician association; managed and coached in-house copywriter.

Senior Editor, UrbanDaddy.com, Chicago, IL

JUNE 2008 – MAY 2017

- Created daily email focused on the best dining and nightlife in Chicago.
- Composed subject eye-catching copy, headlines, and e-newsletter effective subject lines while meeting aggressive daily deadlines.

Education

Master of Science, Journalism, University of Illinois, Urbana, IL

Bachelor of Arts, Communication, DePaul University, Chicago, IL

Certificate, Digital Marketing and Integrated Communications, University of Chicago, Chicago, IL

JANUARY 2018 – DECEMBER 2018