

KAEL DIXON

Senior Copywriter | Finance | Acquisition

CONTACT

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SKILLS

- Campaign Development
- Email Marketing
- Scriptwriting
- Video Sales Letters
- Promo Optimization
- Finance & Investing
- Research & Analysis

CERTIFICATIONS

- Series 7 License (FINRA, 2010)
- Series 63 License (FINRA, 2010)

FEATURES

- "17 Subscription Boxes Every Homebody Will Want To Sign Up For ASAP" (*Buzzfeed*, 2017)
- How to Save More Money Guaranteed, Author (2013)

EDUCATION

Howard University
B.B.A - Finance



ABOUT ME

I write copy that sells—without the sleazy stuff. From AI and tech to energy, iBonds, and Fed rate hikes, I cover it all in a way that's engaging and easy to understand.



PROFESSIONAL EXPERIENCE

The Motley Fool | Senior Copywriter

2020 - PRESENT

- Developed compelling promotions, including video sales letters, advertorials, and sales emails – generating over **\$7.5M in personal front-end and back-end revenue** to date.
- Captured **140,000+ email addresses**, converted **5,500+ new paid members**, with top promos maintaining **50%+ margin**.
- Collaborated with cross-functional teams to ensure cohesive messaging across marketing channels.
- Analyzed key performance metrics to optimize campaigns and improve overall content effectiveness.

Accenture | Brand Copywriter

11/2019 - 09/2020

- Created persuasive, conversion-focused copy for marketing campaigns, achieving **80%+ approval rates** for final development.
- Worked closely with creative directors to develop content and marketing pitches.
- Conducted A/B testing to optimize campaign performance and maximize impact.

The Incense Box | Founder

11/2015 - 12/2018

- Produced marketing campaigns that acquired **1,500+ recurring members** for this subscription box service – in only 15 months!
- Grew social media channels to a **10K+ following**, designing and managing the platforms.
- Built a team of **20 brand ambassadors**, significantly increasing the brand's online presence.

Touchpoint Lending Solutions | Founder

11/2014 - 11/2016

- Executed three **direct mail campaigns** with a 1.25% response rate, generating a **\$1M book of business**.
- Negotiated and closed deals, outperforming industry benchmarks by 20%.
- Researched leads and developed direct-response marketing strategies tailored to small business owners.