



# GERI KARABIN



## MARKETING COPYWRITER

Geri Karabin brings over 25 years of writing experience to the Words by a Pro team. To say she can write about anything is an understatement.

Geri has written on topics such as real estate, travel, animals, spirituality and self-help. However, she made her bones in the healthcare and pharmaceutical industry.

She has written marketing copy in the form of websites, direct mail, articles, blogs and product packaging for many of the leaders in the medical and pharmaceutical industries. Although she prefers to write copy that is conversation yet hard hitting, Geri prides herself on her ability to adapt to any tone her client wants.

### CONTACT

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wordsbyapro.com

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## EXPERIENCE HIGHLIGHTS

### Freelance Copywriter | Right Brain Wellness, Inc. | 1992 - Current

- 25+ years copywriting experience
- Helps clients by developing engaging copy with the goal of increasing ROI.
- Works closely with all departments to ensure proper coordination of copy into layout
- Highly adaptable to different writing styles



## EDUCATION

- **Bachelor of Arts, Writing Arts** | 1986  
State University of New York at Oswego



## SKILLS

### Copywriting

Websites, blogs, articles, emails, resumes and direct mail pieces



### Social Media Content

Facebook, Instagram



### Marketing

Diverse, broad-based across a wide range of topics/issues



### DID YOU KNOW?

Geri has the unique ability to intuitively read the people she's writing for. She feels this gives her a better understanding of what they want and helps her delivery it. She loves working with a variety of people and on a variety of topics.

### TIME OFF!

When she's not writing, Geri can be found either reading, shooting photos, 'glamping' or playing with her dogs!



### PAST CLIENTS

- Johnson & Johnson
- Merck Pharmaceuticals
- Novartis
- Janssen Pharmaceuticals
- Alcon Laboratories
- McNeil
- Lilly

Microsoft Office, Apple Software

### ADDITIONAL SKILLS