

CARLOS (CJ) RAMOS

Senior Copywriter · Brand & Campaign Copy · Creative Strategist

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PROFILE

Senior copywriter with 15+ years writing brand campaigns, headlines, taglines, email, scripts and direct response for American Express, Toyota, eBay, Tide, Humana, Tencent Games, Kaplan University, High Point University and The Walt Disney Company. Copy has generated \$100M+ in attributed client revenue and earned a 2025 Gold DotCOMM Award for Copywriting. Ghostwrites executive thought leadership published in Fortune. Story-development roots at Disney shape an approach built around character, conflict, stakes, voice and payoff.

SELECTED IMPACT

\$100M+ Revenue attributed to my copy	2.4M AmEx Serve subscribers in 4 months	620K Tencent Games installs in 10 months	100M+ eBay campaign views
38% Kaplan enrollment increase	70% HPU click-through improvement	156% Toyota engagement lift	GOLD 2025 DotCOMM for Copywriting

CORE STRENGTHS

Brand Copywriting · Headlines & Taglines · Campaign Concepting · Brand Voice · Email & Lifecycle Copy · Direct Response · Conversion Copy · Executive Ghostwriting · Scriptwriting · Storytelling · Messaging Strategy · Creative Strategy · Enrollment Marketing · Editing & Proofreading · AI-Assisted Copywriting

PROFESSIONAL EXPERIENCE

Growth Advisor Jun 2026 – Present

ClickFunnels Full-time

- Consult with founders and business owners on messaging, offers, email, funnels and conversion strategy, translating customer behavior into clearer journeys and more persuasive communication.
- Review and advise on copy across landing pages, email sequences and sales assets, identifying where the language is losing conversions and what to change.
- Diagnose growth problems across traffic, lead generation, positioning, offers and follow-up, then recommend practical campaign and funnel fixes.

Copywriting Analyst / AI Specialist Jan 2026 – Present

Mercor Contract · Remote

- Edit and evaluate AI-generated copy for voice, clarity, style, grammar, audience fit and adherence to detailed editorial standards.
- Write structured critiques of headlines, body copy and calls to action, naming what works, what falls short and why.

Senior Copywriter / Marketing Manager Mar 2024 – Present

High Point University Contract

- Write email, web, editorial, direct mail and executive communications across enrollment and brand campaigns.
- Ghostwrite executive thought leadership in the president’s voice, including articles published in Fortune.
- Wrote enrollment and parent campaigns that lifted unique click-through performance by up to 70%. Email copy earned a 2025 Gold DotCOMM Award for Copywriting.
- Turn audience research and institutional differentiators into campaign concepts, headlines and narrative frameworks.

Senior Copywriter / Content Strategist

2025 – 2026

Elula, Inc. Contract

- Wrote web, email, campaign and stakeholder copy, and set the brand voice guidelines the wider team wrote against.
- Wrote and tested HubSpot email and landing page copy, using performance data to drive each rewrite.

Senior Copywriter / AI Marketing Consultant

Feb 2021 – Dec 2025

Digital Remedy (formerly CPXi) Full-time · New York, NY · Hybrid

SELECTED CLIENTS Toyota · eBay · Tencent Games · StarVista LIVE

- Wrote campaign copy, headlines and content across automotive, ecommerce, gaming and entertainment accounts.
- Toyota: wrote SEO-integrated content and messaging that doubled organic traffic and lifted engagement 156%.
- eBay: wrote Best-Sellers campaign copy that generated 100M+ views and a 5.79% click-through rate.
- Tencent Games: wrote acquisition copy that drove 620K installs in 10 months.

Senior Copywriter / Creative Strategist

Mar 2016 – Jun 2021

Poptent Contract

SELECTED CLIENTS American Express · Tide · Humana · Kaplan University

- Wrote campaign concepts, headlines, taglines, scripts, email and digital copy across financial services, CPG, healthcare and higher education.
- Copy generated \$100M+ in attributed client revenue through messaging, conversion architecture and integrated campaign strategy.
- American Express: wrote acquisition copy that helped add 2.4M Serve Card subscribers in four months.
- Kaplan University: wrote enrollment copy behind a 38% enrollment increase, built on behavior-driven storytelling.
- Wrote consumer-facing creative for Tide and healthcare communications for Humana across multi-channel campaigns.

Script Analyst / Story & Creative Development

Jan 2012 – Nov 2019

The Walt Disney Company Full-time

- Evaluated scripts and story concepts for character, conflict, structure, pacing, dialogue, emotional stakes and audience appeal.
- Built the narrative judgment now applied to headlines, brand voice, executive storytelling and conversion copy.

SELECTED BRAND EXPERIENCE

American Express · Toyota · eBay · Tide · Humana · Tencent Games · Kaplan University · High Point University · StarVista LIVE · The Walt Disney Company · ClickFunnels

AWARDS & LEADERSHIP

2025 DotCOMM Gold Award
Copywriting

Board of Advisors Milwaukee Area
Technical College

Former Communications Chair
American Marketing Association

EDUCATION & CERTIFICATIONS

A.A.S., Television Production

Milwaukee Area Technical College

Certified Digital Marketing Professional (CDMP)

Digital Marketing Institute

Professional Certified Marketer (PCM)

American Marketing Association

Certified AI Prompt Engineer

University of Wisconsin, Madison