

LIANNA PATCH

CONVERSION COPYWRITER + GIANT GOOF



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punchlinecopy.com

WORK SKILLZ

- Trained by Joanna Wiebe, the OG conversion copywriter
- Always write + frame copy in context of design, UX, and funnel
- Uncanny ability to spot and annihilate the tiniest of typos
- Incredibly attentive to deadlines
- Clients include ConversionXL, Conversion Sciences, Copy Hackers, and BigCommerce

REAL-WORLD SKILLZ

- Excellent listener (no, really)
- Hand-eye coordination off the chain
- Proficient compromiser, except when it comes to fabulous copy
- Decent karaokist

SOCIAL MEDIA

fb.me/liannapatch
fb.me/punchlinecopy

@punchlinecopy

@punchlinecopy

ABOUT THAT GORGEOUS MUG

Conversion copywriter and comedian specializing in SaaS and sass. I love writing things that make folks snort, smile, and click (in that order).

HOW I SPEND THE DAY

OWNER + CONVERSION COPYWRITER

Punchline Conversion Copywriting | 2010 - Now

- Currently focusing on email sequences, landing pages, + guest blogs
- Wireframe landing page copy delivery in Balsamiq
- Generally get feedback like "Fantastic" and "Exactly what we needed"

CO-OWNER AND COPY DIRECTOR

SNAP Copy | June 2016 - Now

- Relaunched SNAP Copy with fellow CRO copywriter James Turner
- We write short copy projects (ex. PPC ads, opt-ins) and optimize longer ones (landing pages, emails, blogs, content offers)
- Recent opt-in optimization project garnered a 129% lift for the client

I WENT TO SCHOOL, TOO

BACHELOR OF ARTS, ENGLISH

Tulane University | 2007 - 2010

Summa cum laude, Phi Beta Kappa, THEM A Cappella

OTHER COOL RECENT STUFF

LISTED IN "100 AMAZING WOMEN MARKETERS TO FOLLOW ON TWITTER"

SearchEngineLand | Nov 2016

GUEST BLOG: "KNOCK, KNOCK, IT'S ROI"

Autopilot | Sept 2016