**Gerry Black**

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**Summary of Qualifications**:

A full-time direct response copywriter and marketing strategist since 2004. A proven expert at generating copy that produces successful results for clients so they can grow their businesses.

Knows how to deliver superior work on time. Excellent communication and interpersonal skills. Committed to consistency and quality, with a passion for ensuring clients get more than they pay for.

**Professional Experience**:

**Relax Communications (self-employed September 2004 – Present) *Marketing Strategist + Direct response Copywriter***

* Helped over 200 clients build their businesses by writing web copy, emails, sales lead magnets, case studies and providing [copywriting and marketing strategy](http://www.marketingwriter.ca).
* Hired as first freelance content writer in September 2021 by [Matt McWilliams](http://www.mattmcwilliams.com) - #1 Affiliate Program Strategist in the US.
* Wrote [sales page](https://invisibleselling.safechkout.net/invitation) for Invisible Selling - a sales training course I created for entrepreneurs who lack formal sales training.
* [Epic blog post](https://www.mattmcwilliams.com/20-deadly-affiliate-program-mistakes-and-how-to-avoid-them/) I created in September 2021.
* Wrote this [case study](https://marketingwriter.ca/gerryblack/tinttek.pdf) that details the results I produced for a client.
* What some of my clients [say](https://www.marketingwriter.ca/testimonials/) about the results I’ve produced for them.
* Some samples of my [web copywriting](https://www.marketingwriter.ca/gerry-black/portfolio/).

**Education**:

* + University Degree from Concordia University in Montreal BA: Journalism
  + C.E.G.E.P. certificate from Vanier College in Montreal, Quebec
  + HSL from St. Laurent High School in Montreal, Quebec

**community involvement**:

My wife and I have been supporting a local family of five in Newmarket for the last two years by making sure they recieve financial resources around all the major holidays and throughout the year.