

**Alex Allper, *Freelance
Senior Copywriter.***
Hello human or robot.



ALEX ALLPER



**I have a recipe
for success.**

**I hope you're
hungry.**

Mix 10+ years of senior copywriting with equal parts strategic and tactical experience across diverse industries.

Pour in persuasive prose with an ability to craft compelling stories and combine with copy that converts users into customers.

Spread content that amplifies engagement with layers of brand loyalty and bake to exceed customer acquisition goals.

Serve with high levels of creativity.

A few of my clients



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**I've worked for
some amazing
brands.**

**Let's add you
to the list.**

I've written mission, vision, and value propositions for companies with \$5 billion in revenue and scripts for Fortune 500 CEOs. I've also created the concept for a top-3 ranked Super Bowl commercial. If you're looking for engagement, pithy titles, and copy that can make you smile and get you to open your wallet, then I am your guy. My range and results are why I get repeat business. That and my creativity.

Ideas are a what I do best.

I should also mention that I teach Digital Marketing at General Assembly. It helps to be an expert in the industry where everyone does business.

You're probably here
to see some of my work.
And here it is.



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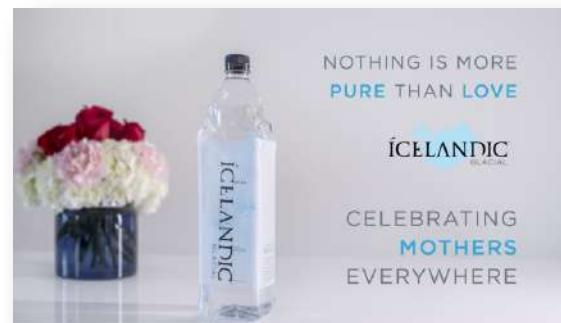
Scripts and concepts. Funny and emotional.

Produced creative concept for Skechers "Mr. Quiggly" Super Bowl XLVI television commercial, which was consistently rated as "one of the best" ads of the year. "Mr. Quiggly" was used as centerpiece of a multi-year Skechers ad campaign.



Click to watch

Hired at the 11th hour to develop idea, tagline ("nothing is more pure than love"), and script for a 30-second Mother's Day commercial, which became a viral hit on social media.

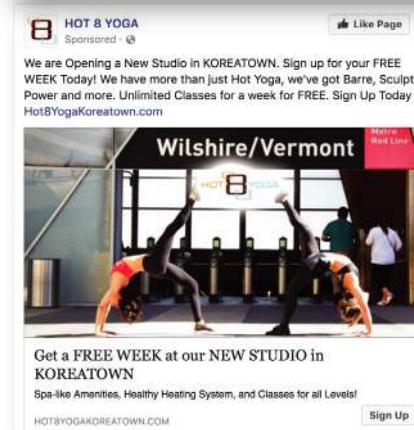


Click to watch

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→

Social media engagement. Earned media for the win.



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Titles, ads,
and taglines.
Attention
grabbing.



BREAK OUT THE **RED** WEEK!
JULY 23 - JULY 29 :: ANGEL STADIUM OF ANAHEIM

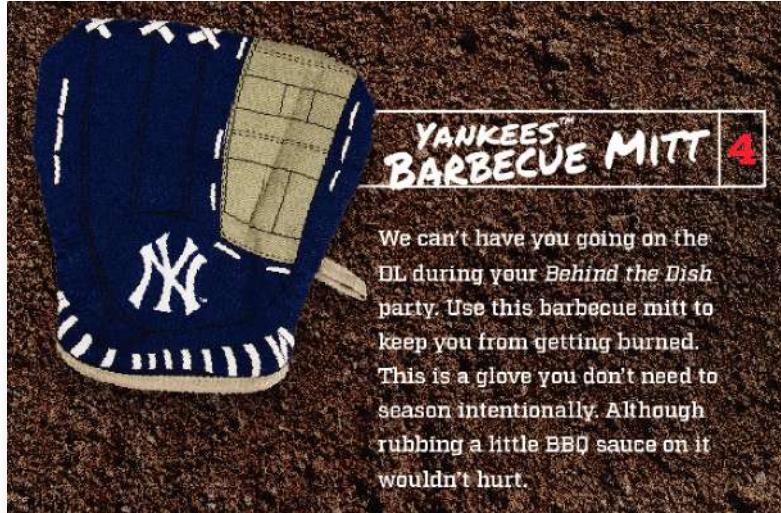


Get the Sports Crate season pass before it's too late



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Product descriptions. The power of prose.



Why **email** marketing?

Email marketing is one of the most simple, effective and fast ways to connect with your clients and prospects, providing them with helpful information while reminding them of the valuable services you provide as their REALTOR®. Showcase your latest listings and share your expertise through articles, local information, and tips and tricks. Your clients will thank you for it!



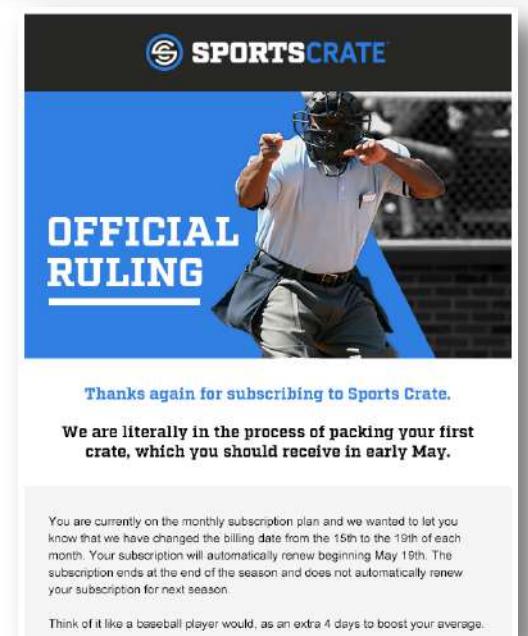
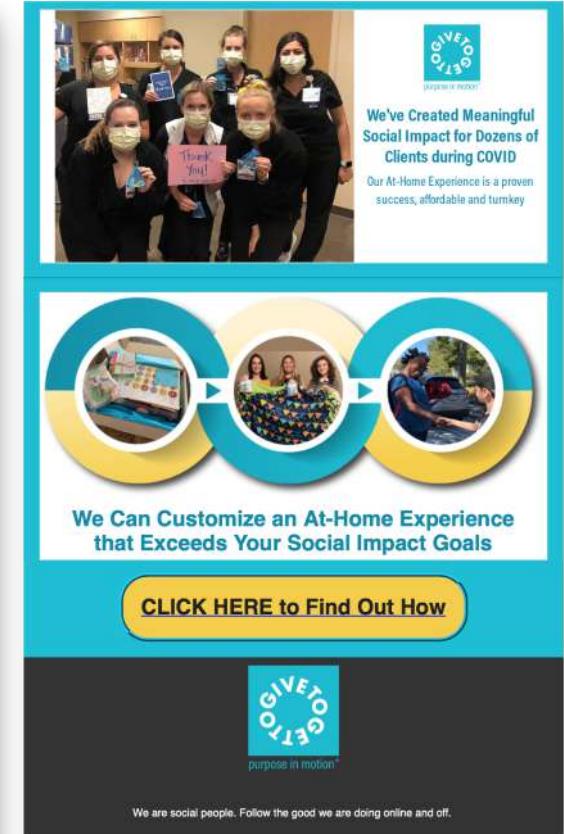
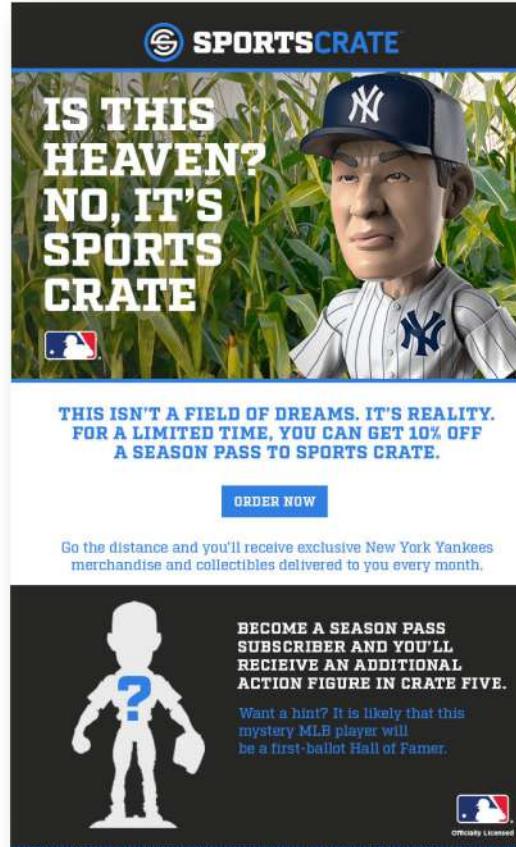
Reach out to your entire **network**

ClientDIRECT® is a turnkey, agent-branded online newsletter automatically delivered to your clients every month. We provide everything you need, including the content!

Get Started

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Email has a
40x higher
conversion rate
than social.
Email is the jam.



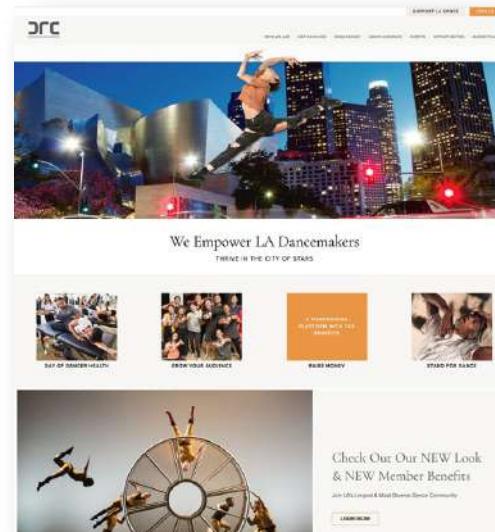
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Website copy that drives action.

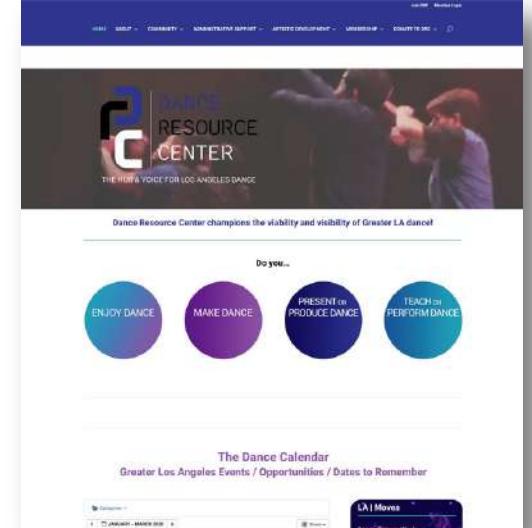
Don't forget SEO and alt_text.

I was hired to write, develop, and manage the design of a new responsive website (previous site had over 200 pages and was not mobile optimized) for the Dance Resource Center (a non-profit organization). This also included SEO, alt_text descriptions, and creating ads for their Google grant.

NEW



OLD



click to visit the new website



click to visit additional websites I have written

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Long form. This is the way.

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Debut of New Topps Card Collection Featuring Noah Syndergaard

May 30 | 11:05AM

Share: [Facebook](#) [Twitter](#) [Email](#)

 **TOPPS** **SPORTS CRATE**

We can all agree that Noah Syndergaard is one of the best pitchers in baseball. From his immensely focused game face to his devastatingly ruthless fastball, his value to the Mets organization is unsurpassed. In 2017, his fastball is averaging over 99 mph. That's right, averaging. Syndergaard is en route to his best Mets season yet. As his stock rises, so too does the value of his baseball card.

Whether you are an avid baseball card collector and have Noah's rookie card stashed away in your safety deposit box, or you haven't opened a pack in years, we've found a baseball card that you must have.

Our friends at **Sports Crate**, a monthly subscription box that is packed full of exclusive Mets merchandise and collectibles, have collaborated with Topps, the industry leader in baseball cards, and produced a limited-edition Noah Syndergaard card.

This baseball card is the first in a series of 5 Mets cards. When you subscribe to a **Sports Crate** season pass, they'll deliver a box of Mets gear that you can't get anywhere else, including those genuine Topps limited-edition Mets baseball cards. We're looking forward to seeing who's card is next and to completing the entire set. How valuable are these baseball cards? Only time will tell... but we don't recommend putting them in your bicycle spokes.

Topps only produced a limited run of these cards and the only way you can get your hands on one is to subscribe to **Sports Crate**, which we totally recommend doing.

Remember that feeling you get when you open a pack of baseball cards? A mix of excitement mixed with intrigue and mystery. **Sports Crate** delivers that feeling to you every month. They sent us an early crate which included a Noah Syndergaard action figure, and we absolutely love it. Not to mention... but we will... your crate could include a Mets Golden Ticket, redeemable for a VIP Mets experience: meeting Noah Syndergaard, watching batting practice, or throwing out the ceremonial first pitch.

We've heard that the Mets **Sports Crate** season pass is still available but selling fast. Subscribe today and you'll save 10% off a Mets season pass. You can thank us later.

Subscribe today and use **SPORTSCRATE10** for \$10 off your purchase.



MEMBER BENEFITS

New Year, New Member Benefits

As a C.A.R. member, you are entitled to numerous member benefits. 2014 had some great additions and 2015 is already looking like a banner year. Save time, save money, build your network, and increase your sales with the benefits below.

C.A.R.'s Down Payment Assistance Resource

» Down payment assistance programs are easier to reach than you thought. Most real estate professionals and home buyers aren't aware of the wide range of down payment programs that could make buying more affordable. According to Down Payment Resource's Quarterly Homeownership Program Index™, 91.7 percent of the nation's homeowner programs are already funded and available to eligible buyers. In California alone, there are more than 300 homeownership programs available, including direct down payment and closing costs assistance as well as mortgage credits of up to \$2,000 for the life of the loan. More than one in four are for repeat home buyers. Visit [downpaymentcar.org](#) to see if your clients qualify. Call the Finance Helpline at (213) 759-8383 for any questions regarding this valuable member benefit.

Homeowner Legislative Facts (HLF)
» Keep your contacts updated with the political practices within our state. The Homeowner Legislative Facts (HLF) is a library of articles that you can share with your clients using social networking or your marketing materials. The content focuses on proposed legislation or government regulations that impact homeowners, buyers, and sellers. Stay informed on the policies that affect your

industry, state, and economy. Find HLF at [car.org/governmentaffairs/HLF](#).

ClientDIRECT™

» It's time for an email newsletter that is a reflection of your style and knowledge. Introducing the customizable and easy to use ClientDIRECT™. With a fresh new look and plenty of upgrades, including videos, infographics, and more, ClientDIRECT™ is the perfect marketing platform to keep you connected to your contacts, while introducing you to new ones. Keep your contacts engaged and be the real estate expert that your network craves by sending out a ClientDIRECT™ newsletter, updated with what's going on in their city, what's happening in the real estate industry, and most importantly, featuring your expertise. Other compensation charges as much as \$300 for this service.

As a C.A.R. member, you are offering this marketing platform to you for FREE! Stay in touch with your clients each and every month and watch as you make new contacts and create more business with ClientDIRECT™. Sign up today at [www.ClientDIRECT.net](#).

zipForm® Mobile Web Edition With TouchSign™

» zipForm® Mobile Web Edition with TouchSign™ gives you access to your zipForm® account from any tablet or smartphone. You can quickly add, edit, and view forms to existing transactions, create new transactions,

apply templates, and even send off for digital signatures! With TouchSign™, you can have clients sign directly on your tablet! As a FREE member benefit in 2015, zipForm® Mobile Web Edition with TouchSign™ will easily keep you connected to important contracts anywhere your schedule takes you! Visit [www.car.org/tools/zipform/mobile/](#) to learn more.

"Dear Homeowner" Postcards

» At C.A.R. we have seen the impact REALTORS® have by staying engaged and informed in the electoral process. We want to help you do the same for your clients! We gladly provide REALTORS® with "Dear Homeowner" postcards that can be placed in your homeowner's packets for your clients. This free closing gift welcomes the home buyer into their new home and gently reminds them to register to vote and that they have moved. The cards come already assembled in a professional envelope with a California voter registration card. We offer cards in both English and Spanish to meet your client's diverse language needs. Simply contact Field Representative Robyn Spiller at [robyns@car.org](#) to request cards. *



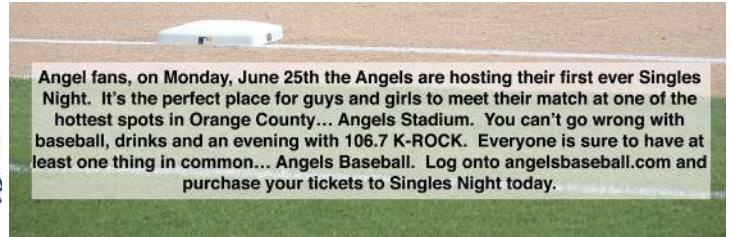
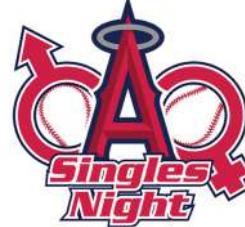
JANUARY/FEBRUARY 2015 • CALIFORNIA REAL ESTATE •

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Radio ads &
podcast intros.
Building brand
awareness.



Click to listen



STATER BROS. markets

Ad: Not all heroes wear capes

Remember what life was like 3-months ago? We all do. For those of you that have been working at a grocery store, we are forever grateful. There is no way that you could have known that your job would be as important as it is now. Not only are you on the frontlines of this battle, you keep coming back. Not all heroes wear capes; sometimes they wear aprons. Stater Bros Markets is grateful for everything that you've done and continue to do. You've made us all so proud.

1 Introducing Sports Crate, the exclusive subscription crate of Major
2 League Baseball. Sports Crate is monthly subscription box that is
3 packed full of original merchandise and collectibles from your
4 favorite baseball team. No need to search the internet or stand in line
5 at a store, you can't find this gear anywhere else. Sports Crate
6 curates, designs, and handpicks each item before delivering it to you.
7 Each crate includes a limited-edition sports action figure. Move over
8 bobbleheads, these figures can actually move. You can now pose
9 your favorite pitcher in his windup, your favorite batter in his batting
10 stance, and your favorite fielder making a game-saving catch. When
11 your friends ask, where you got that awesome shirt or cool action
12 figure, you can tell them it was in your monthly delivery from Sports
13 Crate. Season passes are selling fast so don't wait, log onto
14 SportsCrate.com/Russo, choose your favorite team, and save 10% off
15 your Sports Crate season pass today. Go to SportsCrate.com/Russo to
save 10%. That's SportsCrate.com/Russo.

MAD DOG
SPORTS RADIO
SiriusXM

**This is just a glimpse
of what I've done and
what I can do.
Let's talk.**



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