

## Content Writer | SEO & Branding Expert

*Passionate about creating content that increases visibility and enriches understanding.*

Accomplished **Content Strategist** and **Writer** with a **Master's degree in Secondary Education** and extensive experience in SEO and brand growth. Foster a global perspective in content creation by working with geographically dispersed SEO, editorial, writing, and product teams in the Netherlands, England, and the US. Leverage early career experience teaching 11th-grade English alongside many years of professional writing to bring a nuanced approach to content creation. Expert in crafting targeted content that resonates with readers, fostering meaningful engagement through compelling digital storytelling. Known for unmatched ability to self-edit and sought-after to work on special projects.

### Key profile offerings:

- ✓ **Brand Re-Energizer:** Develop engaging, high-quality content for websites, landing pages, blogs, social media platforms, and email campaigns, as well as case studies and thought leadership articles.
- ✓ **SEO Power Moves:** Blend data-driven keyword strategies with engaging, reader-focused storytelling to ensure alignment with company voice, tone, and messaging guidelines.
- ✓ **Content Campaign Success:** Create and update SEO content, maximizing relevancy and infusing new insights that shape stories that resonate with target audiences.
- ✓ **Trusted Content Partner:** Expert project manager adept at managing competing priorities and excelling both independently and in collaboration with cross-functional teams.
- ✓ **Data-Informed Storytelling:** Leverage tools like Google Analytics, Yoast SEO, Search Console, and MailChimp to optimize content performance, refine strategies, and boost traffic and conversions.
- ✓ **Insurance Industry Insight:** Fastidiously committed to continuous education, staying up to date with industry trends in K12 education and EdTech.

## Skills

<b>Content Strategy &amp; Creation:</b>	Content Development, Editing, Blog & Article Writing, Website Copywriting, Social Media Content Creation, Marketing & Product Copy
<b>SEO &amp; Analytics:</b>	SEO Optimization (On-Page & Technical), Keyword Research (SEMrush, Ahrefs), Google Analytics, Search Console, Performance Tracking, Reporting, Meta Descriptions, Tags
<b>Project Management &amp; Collaboration:</b>	Content Calendar Management, Campaign Planning & Execution, Cross-Functional Team Collaboration, Deadline-Driven Content Delivery, Client Relationship Management
<b>Technical Proficiencies:</b>	CMS Platforms (WordPress, Elementor, Wix), HTML & Basic CSS, Canva & Adobe Creative Suite, Video & Image Editing Tools, MS Office Suite, Google Workspace

## Work History

<b>Always Typing   Owner &amp; Lead Content Writer</b>	<b>2015 – Present</b>
<ul style="list-style-type: none"> <li>• Built a thriving freelance content business specializing in SEO-driven content, web copy, and marketing materials.</li> <li>• Launched career by completing diverse writing and editing projects on Fiverr, gaining experience in blog writing, product descriptions, and brand storytelling.</li> </ul>	

- Partnered with major clients like ZipJob, TopResume, and Search Influence, producing high-quality web content, blog articles, and social media updates tailored to a variety of industries.

### **Select Client Projects (Freelance through Always Typing)**

#### **ZipJob/Resume.io/TopResume/TopInterview | Content Writer & Editor Feb 2019 – Present**

- Create, optimize, and edit 15-20 SEO-driven blog articles monthly on job search tips, career development, and industry-specific guides.
- Manage editorial workflows, editing up to 40 articles monthly for quality, tone, and SEO compliance.
- Develop meta descriptions, anchor links, and multimedia assets using Canva to increase user engagement.
- Lead special website update projects, crafting content that highlights business partnerships and service expansions.
- Propose and develop trending-topic articles, contributing to increased blog traffic and reader engagement.

#### **Search Influence | Web & Social Media Content Writer Sept 2017 – May 2019**

- Delivered high-volume custom web content, blog articles, and social media posts for medical, legal, and retail clients nationwide.
- Managed a steady flow of LinkedIn, Facebook, Twitter, and website content, ensuring brand consistency and customer engagement.
- Conducted in-depth industry-specific research to transform complex business services into clear, engaging content.

## **Transferable Professional Experience**

#### **The Advocate Newspaper | Classified & National Advertising Department Layout Coordinator (Promotion)**

**Sept 2005 – Mar 2017**

- Calculated advertising layout for press preparation, ensuring ad placement accuracy and print readiness in a fast-paced newsroom.
- Communicated space requirements and ad run specs to press operators, helping maintain efficient production schedules.

#### **National Advertising Coordinator (Promotion)**

- Managed high-profile advertising campaigns, creating custom full-color ads for large clients.
- Coordinated directly with agencies and brands to produce engaging ad content under tight deadlines.

#### **Classified Advertising Sales Representative (Temp to Full-Time)**

- Wrote classified ads for local businesses, employment postings, and private sellers.
- Consistently exceeded sales goals while maintaining high-quality customer service during post-Hurricane Katrina demand surges.

## **Career Note**

11<sup>th</sup> Grade English Teacher | Tara High School

2003-2005

## **Education**

**Master of Arts: Secondary Education** | University of Phoenix

**Bachelor of Science: Business Administration, Marketing** | Northwestern State University

## **Affiliations**

American Writers & Artists Institute | International Association of Professional Writers & Editors