

# Patricia Rose

## Content Writer

586-552-1184  
patricia-rose@email.com  
Detroit, MI



Experienced and enthusiastic content creator with a 4-year track record in producing engaging content for diverse platforms. Skilled in leveraging data analysis to guide content strategy and enhance audience engagement.

### Experience

- June 2021 - Now

**Content Creator**  
BrightWave Digital Solutions / Detroit, MI

- Develop and execute content marketing strategies for 15+ clients, resulting in a 30% average increase in engagement rates.
  - Author blog posts, social media captions, and website copy across multiple industries, leading to a 25% boost in organic traffic through effective SEO implementation.
  - Analyze content performance metrics using tools like Google Analytics to optimize future content strategies and improve user engagement.
  - Collaborate with design and marketing teams to produce multimedia content.
- May 2020 - May 2021

**Freelance Writer**  
Roseville, MI

- Created articles and posts for clients' websites and social media platforms, increasing client social media followers by an average of 15%.
  - Conducted research and interviews, producing well-informed articles on diverse topics including technology, health, and finance.
  - Managed multiple projects simultaneously, consistently delivering high-quality work within tight deadlines.

### Certificates

- Advanced Content Marketing Certification

HubSpot Academy

2022
- Certificate in SEO Fundamentals

SEMrush Academy

2020

### Education

- BA in Communications

2016 - 2020

University of Michigan - Ann Arbor

### Skills

Copywriting	●●●●●
Creative Writing	●●●●●
Technical Writing	●●●●●
Content Strategy	●●●●●
SEO	●●●●●
CMS Platforms	●●●●●
Project Management	●●●●●
Google Analytics	●●●●●
Ahrefs	●●●●●

### Languages

Italian (fluent)



