

Professional summary

Dynamic and versatile writer with experience crafting engaging, high-impact content for blogs, websites, and digital platforms. Skilled in implementing data-driven SEO strategies, conducting in-depth keyword research, and tailoring content to resonate with diverse target audiences.

Experience

Freelance Content Writer

January 2015 - Now

Self-Employed / United States, San Francisco, CA

- Develop and deliver compelling content for over 50 clients across tech, healthcare, finance, e-commerce, and education industries.
- Research and implement cutting-edge SEO strategies, leveraging tools such as SEMrush, Ahrefs, and Google Keyword Planner.
- Design and execute comprehensive content strategies tailored to business goals.
- Successfully manage multiple projects with strict deadlines.

Content Editor

June 2013 - December 2014

MediaNext Publishing / United States, San Francisco, CA

- Oversaw the editing and quality assurance of articles for a digital magazine with a monthly readership exceeding 150,000.
- Worked closely with a team of writers to enhance article structure, tone, and adherence to editorial guidelines, elevating the magazine's overall quality.
- Streamlined editorial workflows by introducing a digital management system, reducing the content turnaround time by 20%.
- Coached and mentored junior writers, fostering their development in SEO, storytelling, and writing techniques.

Portfolio Highlights

- Delivered a 10-part blog series exploring innovative banking solutions, driving a 40% boost in engagement and a 15% increase in newsletter subscriptions.
- Crafted 500+ SEO-optimized product descriptions for a global online retailer, improving search rankings and enhancing customer purchasing decisions.

Additional Information

- Languages.** Fluent in English and Spanish; basic proficiency in Mandarin.
- Workshops.** Completed a 3-month storytelling workshop with the Creative Writers' Studio, enhancing narrative-driven marketing content.
- Volunteer Work.** Pro bono content creation for local nonprofits, including website copy and promotional materials for community events.

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United States, San Francisco, CA

Education

Bachelor of Arts in English Literature

2009 - 2013

University of California, Berkeley

United States

Google Analytics Individual Qualification (GAIQ)

Google Skillshop

Issued: January 2024

SEO Certification

Yoast Academy

Issued: March 2023

Content Marketing Certification

HubSpot Academy

Issued: August 2022

Skills

Keyword research, on-page optimization, technical SEO audits, content ranking strategies.



Blog writing, web content creation, editorial planning, and multimedia integration.



Google Analytics, Search Console, SEMrush, and Ahrefs.



WordPress, Joomla, and HubSpot CMS.



Asana, Slack, Trello, and Microsoft Teams.

