



I'm a content marketer who specializes in human-centered SEO techniques.

Select Accomplishments

- Site traffic typically increases 25-75% within the first 2 months of implementing my SEO strategy.
- High-traffic clients have seen upwards of 1.4 million monthly organic views from my content.
- I deliver front-page rankings for my client's desired keywords within 6 months of publishing.
- My evergreen, SEO-optimized content requires no updates and brings in clients for years.
- I've achieved success for clients in a wide variety of B2B and B2C industries, no matter how niche.
- Board member of the Chicago Tabletop Gaming Association, the region's first gaming non-profit organization.

Recent Work History

SEO Content Marketing Consultant | Jan 2022 - Current

- I provide full-service SEO-optimized content marketing for companies, individuals, and non-profits.
- Analyzing client's site for SEO performance and improve the structure, metadata, and content strategy.
- Designing monthly reporting and actionable analytics to adjust the content strategy going forward.
- Providing training and guidance for those who want to do their own SEO.
- Developing backlinking strategies that also foster community between local small businesses.

Social Media Manager | WellnessLiving | Aug 2025 - Current

- Coordinate cross-functional social media campaigns and create engaging content for social posts.
- Edit content backlog to improve organic SEO rankings, keyword capture, and new client conversion.
- Write and edit new SEO-optimized content for small to mid-sized businesses and franchises.

SEO Editor and Health Writer | Healthline (Red Ventures and RVO Health) | Oct 2021 - Nov 2024

- Produced 30-40 SEO-optimized healthcare articles monthly, editing for a team of 8-12 writers.
- Generated 50K-1.5M views per article, with 75%+ of target keywords achieving first-page rankings.
- Assisted the SEO leads with keyword research for difficult and black-listed topics.

Onboarding SEO Content Manager | First Page Sage | Feb 2018 - Sept 2021

- Specialized in local SEO for startups, mid-sized businesses, and regional franchised networks.
- Led clients through the onboarding process of creating their SEO strategy with a 100% retention rate.
- Presented monthly to C-suite and leaders to secure executive buy-in on our strategy and solidify goals.
- Managed the daily meetings and delivery schedule for a small team of content and design experts.
- Trained long-term teams of editors, technical writers, and marketers on succeeding in client's industry.
- Developed advanced ROI tracking systems enabling A/B testing of backlinking strategies.
- *Previous titles at First Page Sage: SEO Specialist, Account Editor, Ghost Writer*

Software, Systems, and Skills

Experienced In: Google Analytics | SEM Rush | ahrefs | Screaming Frog | Asana | Trello | Google Workspace | Microsoft Workplace | Square Billing | Squarespace | Wix | Wordpress | Canva | Sprout Social

Core Competencies: Writing | Editing | SEO Strategy | SEO Auditing | Keyword Research | Content SEO Optimization | Presentations | Reporting | Data Analytics | Obtaining Investor Buy-in | Content Marketing | Onboarding | Project Management | Strategic Planning | Staff Training | Clerical Duties Style and Brand Development | Team Management