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## Skills Summary

### **Project & Team Management**

Defining project scope, timelines, and deliverables.  
Managing multiple projects and teams simultaneously.

### **Writing and Editing**

Writing highly technical content for all audiences.  
Building and managing teams of writers as an editor.

### **Problem-Solving & Decision-Making**

Identifying and resolving project challenges efficiently.  
Using data to find opportunities and efficient choices.

### **SEO Content Marketing**

Designing custom SEO strategies that ensure growth.  
Writing and editing highly technical content for all audiences.

### **Campaign Planning & Organization**

Engaging stakeholders with transparent communication.  
Facilitating meetings, presentations, and negotiations.

### **Risk & Resource Management**

Anticipating risks and allocating resources wisely  
Ensuring compliance with industry standards and regulations.



## WorkHistory

### **Freelance Consulting | Remote and Hybrid in Chicago, IL | 2022 - Current**

#### **SEO Content Marketing, SEO Strategy, and Web Management**

- Design, construction, and maintenance of websites for small businesses.
- Manage both long and short-term projects, staying within budget and regulation constraints.
- Creation and implementation of SEO-optimized content marketing strategies.
  - Many clients see an **increase of over 25% in leads**
- Consultation on brand identity, content styles, and basic graphic design.
- Producing and publishing multi-media marketing materials.

### **Red Ventures and RVO Health | Charlotte, NC (Remote) | Oct 2021 - Nov 2024**

#### **Editor and Writer**

- Outlined, edited, and wrote SEO-optimized healthcare content.
- Specialized in content that required a nuanced and intersectional approach.
  - especially for the transgender and LGBTQIA+ demographics
- Created articles that satisfied the needs of both humans and AI search results.
- Managed expert healthcare writers to create valuable articles on a wide variety of topics.
- Recommended new keywords to the SEO team to further develop our web of content.
- Developed best practices for language concerning sexuality, gender, and mental health.
- Content brought in an average of **over 1.4 million new views** per month.

### **First Page Sage | San Francisco, CA (Remote) | Feb 2018 - Sept 2021**

#### **Onboarding Specialist**

- During the 2-month onboarding phase developed client relationships, learned their goals and challenges, created an SEO roadmap for the next year's content, and project managed the writing and publication of their first content.
- Pitched overall SEO strategy and new topic ideas to clients in weekly meetings to obtain buy-in.
- Pressure-testing onboarding policies and timelines.
- Oversaw training of the long-term teams for each client onboarded.
- Managed **half of the agency's client load** during their onboarding process.

## SEO Content Strategist

- Helped clients reach a new and wider audience with superior website content that follows search engine optimization best practices.
  - Clients commonly **tripled organic traffic** to their sites within the year.
- Identified SEO opportunities for campaign growth and exciting new content.
- Ran meetings with client CSuite to establish buy-in for our work and review their feedback to ensure continued growth in content quality.
- Collaborated with analytics dept. to create and present customized ROI reporting.
- Worked with a diverse array of clients, creating successful strategies for PCB manufacturing, educational summer camps, and more.

## Account Editor and Writer

- Wrote engaging SEO-optimized marketing copy for landing pages and editorial calendars.
- Wrote long-form thought leadership valuable thought leadership for a variety of industries.
- Directly managed writers to create and **publish multiple blogs or landing pages per week**.
- Organized the publishing calendars of several clients at a time, with multiple deliverables for each campaign.

## Project Manager | Eureka, Bloomington, and Chicago, IL | 2006 to 2018

### Freelance Stage and Project Management

- Facilitated communication between artistic and executive staff.
- Created, maintained, and disseminated calendars and managed regular meetings.
- Reconciled the needs of the designing staff with the budget and union standards.
- Planned and executed complex theatrical, multi-media events.
- Created and ran augmented reality games for convention attendees.

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## Education

**Eureka College** Bachelor of Arts Degree | Double Major, English Composition & Theatre | 2010

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## Software, Systems, and Skills

### Experienced with:

Google Analytics | SEM Rush | ahrefs | Screaming Frog | Asana | Trello | Google Workspace | Microsoft Workplace | Square Billing | Squarespace | Wix | Canva

### 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

*Professional and portfolio references available upon request.*