

## Objective

As a Blog Writer, responsible for creating publishable content that is easily digestible and meets the standards and requirements for clients in various niches.

## Skills

Extensive Research, Photoshop, Html.

## Work Experience

### Blog Writer

**ABC Corporation** - January 2013 – October 2015

- Worked with Marketing team members to develop content ideas.
- Conducted SEO keyword research to guide the targeting of messages and content
- Produced and wrote content for a variety of messaging channels.
- Co-created visual content components with our designers
- Worked with our Sales and Marketing teams to publish and promote the content
- Tracked and analyzed content performance and a sales response
- Experimented with new content marketing strategies

### Blog Writer

**Delta Corporation** - 2018 – 2020

- Took assignments for daily news and some longer-term stories and projects.
- Pitched story ideas that support key stories/themes/initiatives or that otherwise dazzle.
- Contributed to special features and stories as assigned.
- Collaborated tightly with CNNs newsgathering teams, social teams, video teams, and Digital programming teams. Ensured consistency of brand voice and tone.
- Monitored, analyzed, and offer improvement suggestions for key performance indicators (KPIs) such as page views, time on page, and social engagement metrics.
- Completed drafts/edits of content or finished projects within deadlines.
- `{job_description27}`

## Education