

MASON WILSON

Creative Blogger

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PROFESSIONAL SUMMARY

Creative Blogger with 7 years of experience delivering compelling content that captivates and engages audiences. Expert in utilizing SEO strategies and analytics to enhance online visibility and foster community interaction. Proven ability to collaborate effectively with diverse teams to produce high-quality, impactful narratives that resonate with readers. Passionate about storytelling and brand enhancement.

WORK EXPERIENCE

Creative Blogger

Quantum Solutions LLC

May / 2020-Ongoing

Phoenix, AZ

- 1. Collaborated with cross-functional teams to identify user needs, producing engaging blog posts that resonate with diverse audiences.
- 2. Transitioned focus from task-based writing to storytelling, highlighting personal experiences and insights.
- 3. Enhanced collaborative efforts to enrich content quality and foster community engagement.
- 4. Led a series of blog posts covering various experiences, including cultural insights and community events.
- 5. Engaged in freelance blogging, contributing to various platforms and organizations within the culinary and educational sectors.
- 6. Developed and edited weekly fashion blog posts, promoting content through effective social media strategies.
- 7. Researched and wrote articles addressing current media controversies, employing a conversational and relatable writing style.

Blogger

Lakeside Apparel Co

May / 2018-May / 2020

Chicago, IL

- 1. Initiated a personal blog focused on literature, writing, and the publishing industry.
- 2. Maintained a blog titled 'Tripping Over My Tongue', sharing insights and reviews on books.
- 3. Utilized Instagram (@Trishareadsbooks) to engage with the book community, sharing reading experiences and recommendations.
- 4. Employed skills in writing, editing, SEO, and social media promotion to enhance blog visibility.
- 5. Actively engaged with various communities, particularly in disability and parenting, to foster discussions and share experiences.
- 6. Pitched blog post concepts for NBC Chicago's running blog, showcasing innovative ideas and content strategies.

EDUCATION

Bachelor of Arts in English

University of Chicago

May / 2016-May / 2018

Chicago, IL

Focused on creative writing and digital media, enhancing skills in narrative development and content creation.

SKILLS

Blog Management



Analytics Tracking



Seo Optimization



Wordpress Proficiency



ACHIEVEMENTS

- Increased blog traffic by 150% through optimized content strategies.
- Collaborated on a multimedia campaign that resulted in a 30% increase in audience engagement.
- Published over 200 articles, achieving a 95% satisfaction rate from readers.