

Robert Smith

Content Specialist

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SUMMARY

Talented Content Specialist with proven experience creating marketing content in several industries. Demonstrated strong communication skills and adept writing abilities proven to successfully increase engagement, drive website traffic and produce conversions.

SKILLS

Copywriting, Editing, Proofreading, Google Analytics, Google Adwords, SEO, Social Media Management, Email Marketing, DNS, Customer Service, Technical Support, Wordpress, HTML, Content Marketing, And Digital Marketing.

WORK EXPERIENCE

Content Specialist

Lexisnexis - 2012 - 2014

- Responsible for managing agency data collection from 560 agencies from various sources including investigating, problem resolution, and interacting with agency court relations.
- Subject matter expertise on agency data collection of newly issued court documents, including such agencies as public utility commission, attorneys general.
- Provided detailed analysis for enhancing data content through customer complaints and investigating collections. Continuously made recommendations to ensure a competitive edge.
- Provided high-level support, answering questions and complex troubleshooting between cross-functional teams.
- Consulted with cross-functional teams to ensure the integrity of existing processes.
- Performed cost/benefit analysis to verify potential effectiveness for collections.
- Delivered assigned projects on the schedule aligned with the critical needs of specific business units.

Content Specialist

Lexisnexis - 2009 - 2012

- Maintained data collection for all law review journal publications in the united states and the eastern agency states collections.
- Assisted with editing functions.
- Monitored data collections to ensure timely publication of newly issued journals and agency related court documents in a timely manner.
- Contacted law review personnel and agency court relations for various missing data/court documents.
- Initiate research, as well as accurate and content financial data for investment professionals.
- Performed analytics on published content, keyword research for new content, and conducted ongoing a/b tests on site for optimization of copy and UX aspects.
- Collaborated with data analysts, editors, designers, and engineers as part of the SEO marketing team.

EDUCATION

JCD in Computer information Systems - (Sinclair Community College)