



JACKSON TURNER

Freelance Content Writer

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PROFESSIONAL SUMMARY

Enthusiastic freelance content writer with 7 years of diverse experience in creating engaging articles, blogs, and marketing copy. Proven expertise in utilizing SEO strategies to enhance online visibility and drive traffic. Adept at collaborating with clients to develop tailored content that resonates with target audiences and elevates brand presence.

WORK EXPERIENCE

Freelance Content Writer

📅 Jun / 2020-Ongoing

Seaside Innovations

📍 Santa Monica, CA

1. Produced high-quality articles and blog posts tailored to client specifications.
2. Maintained a consistent writing schedule, averaging 4 articles per week.
3. Developed and implemented SEO strategies to optimize content for search engines.
4. Collaborated with clients to refine brand voice and messaging.
5. Conducted thorough research to produce factually accurate and engaging content.
6. Edited and proofread content to ensure clarity and adherence to guidelines.
7. Utilized analytics tools to measure content performance and make data-driven improvements.

Freelance Content Writer

📅 Jun / 2018-Jun / 2020

Crescent Moon Design

📍 Portland, OR

1. Created diverse content for websites, enhancing user experience and engagement.
2. Managed social media accounts, crafting daily posts to promote client content.
3. Worked with marketing teams to align content strategies with overall business goals.
4. Executed content revisions based on client feedback to ensure satisfaction.
5. Developed promotional materials that increased brand visibility and customer interest.
6. Participated in brainstorming sessions to generate innovative content ideas.

EDUCATION

Bachelor of Arts in English

📅 Jun / 2016-Jun / 2018

University of California

📍 Toronto, ON

Focused on creative writing, literature, and communication skills.

SKILLS

Content Strategy Development



SEO Optimization



Editing Skills



Proofreading



Social Media Content



INTERESTS

📷 Photography

❤️ Public Speaking

🔨 Woodworking

🎵 Music

STRENGTHS

🔍 Criticality

🏆 Competitiveness

⚖️ Fairness

➡️ Forward-thinking

LANGUAGES



English



Russian



Swahili

ACHIEVEMENTS

- 🌟 Increased client website traffic by 60% through targeted SEO content strategies.
- 🌟 Developed a content calendar that improved client content delivery by 30%.