Robert Smith

Web Content Editor

CONTACT DETAILS

1737 Marshville Road,
Alabama
(123)-456-7899
info@qwikresume.com
www.qwikresume.com

PERSONAL STATEMENT

Web Content Editor with six years of experience working as a Digital Web Content Editor, Content Editor, Digital Copywriter, and Copy/Content Coordinator. Experience working for eCommerce site writing marketing material--email, site banners, CMS, home pages, landing pages, newsletters, social media, and site articles.

WORK EXPERIENCE

Web Content Editor

ABC Corporation - March 2010 – August 2011

Responsibilities:

- Created and published original content on Fastweb.com on a daily and weekly basis.
- Conceived and pitched story ideas, researched, fact-checked, interviewed, implemented SEO techniques, and uploaded content to the Alchemy content management system.
- Created sticky content that drove high numbers of page views to Fastweb.com (59,462 page views on a single original content article).
- Headed a student columnist initiative by managing and editing the work of six student columnists.
- Created and maintained multiple social media outlets, grew followers exponentially, stayed up to date on social media trends, and monitored growth and posts using bit.ly and Involver software.
- Helped facilitate and launch a social media plan that grew followers from 11,000 to 71,868.
- Requested during crisis situations to efficiently draft immediate communications to be distributed via social media and email to mass audiences on behalf of the company.

Web Content Editor

Delta Corporation - 2005 – 2010

Responsibilities:

- Created web stylebook for a ministry with a wide social demographic Manage web and social platforms Write copy for newsletters, pastors updates, etc.
- Wrote and edited content that optimized search engine results for websites.
- Coding and editing HCAs websites in a timely manner using HTML and CSS.
- Experienced in using DotCMS.
- Managing websites, content, and content-driven web applications.
- Used HTML5, CSS3, dotCMS, Basecamp, Zen Desk.
- Responsible for edited web content in XML and HTML Maintained cataloged of 15000 articles Worked as a liaison on behalf of VP with international.

SKILLS

Graphic Design, Indesign, Photography.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference – 1 (Company Name)
Reference – 2 (Company Name)

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Education

G.E.D

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