

## OBJECTIVE

To produce high quality, effective web content utilizing SEO keywords and best practices, and write worthwhile copy to ensure client ROI and maximum effectiveness of marketing and advertising efforts. Apply my internet knowledge and editing skills to each project to ensure thorough success.

## QUALIFICATIONS

- Internet savvy copywriter. Professional editorial experience. SEO specialist with meta tag & organic search experience.
- Excellent writing & communications skills; able to produce relevant and informative content & skilled at working with keywords.
- Flexible, responsible and timely completion of projects with exceptional ability to meet deadlines.

## FREELANCE CLIENTS AND RECENT PROJECTS

Y Marketing & ITO Design (Somerville, NJ): Content development & content-based SEO aspect of new client e-commerce website. Includes choosing appropriate target keywords (Google Adwords), researching competitors, writing meta title & description tags, header & strong tags, and writing all page copy. Ongoing freelance relationship.

Leading Internet Marketing Firm [Confidential] (Chatham, NJ): SEO content copywriting for legal clients. Page re-writes. Blog entries. Recently took lead on new search engine marketing blog and site content & will be updating on an ongoing basis.

ITCN Web Design & Marketing (Morristown, NJ): SEO content writing for blogs and general site content (ongoing freelance).

Search Influence LLC (New Orleans, LA): Writing informative and how-to articles for web clients utilizing SEO keywords (ongoing freelance).

## SALARIED EXPERIENCE

Editorial Director, Insight Research, Boonton, NJ: 2007 - 2009

Oversaw the production process of market research reports for telecom industry audience. Edited manuscripts utilizing MS Word Track Changes. Generated charts and tables in Excel, and utilized the Adobe Creative Suite in creation of illustrations and for catalog layout. Assisted marketing director with newsletters, e-mail blasts, and web marketing efforts.

## PROFESSIONAL ORGANIZATIONS & EVENT PARTICIPATION

Member: AvantGuild

Other: Participated in NJIT graduating seniors' portfolio review, 2009. Provided feedback to graduates entering the job market on the layout, design and content of their architecture portfolio websites.

## EDUCATION

Certificate, Effective Editing, Morris Hills School of Adult & Continuing Education, NJ: 2009

Bachelor's Degree, English Literature, University of Hertfordshire, UK: 2006

## WRITING SAMPLES

Available online at <http://www.literatrue.net>.

## IT SKILLS

**ADOBE:** Dreamweaver, Illustrator, Photoshop, Acrobat; **MICROSOFT:** Word, Excel, PowerPoint, Outlook; **BROWSERS:** Firefox, Chrome, Explorer; **LANGUAGES:** HTML, CSS; **OTHER:** Social Networking, Social Media, Social Bookmarking, Blogging, SEO, Google Adwords, WordPress