

# My Resume

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## MARKETING

### Content Marketing | Social Media Marketing | Search Engine Optimization (SEO) Email Marketing | Digital Marketing | E-commerce | Copy Editing

Award-winning journalist with 6+ years' experience contributing to company bottom lines writing high-performing, multifaceted content. Regarded by multiple managers in financial services firm of producing compelling, creative SEO with solid understanding of web analytics. Produced buyer-driven content across all digital contents using analytical ability, creativity, and imagination. Extensive research experience and familiar with key marketing trends.

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## APTITUDES

- Increasing web traffic and brand awareness through marketing of online content.
  - Creating and distributing shareable content on best platforms and measuring marketing activity results.
  - Researching, storytelling, editing, and publishing.
  - Identifying strategies and techniques to attract customers and clients.
  - Helping to maximize company profits and grow market share.
  - Aiding in new product development and critique market trends.
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## PROFESSIONAL EXPERIENCE

### Oil & Gas Reporter

#### Company 1—City, State

2019–2020

Served as content writer for XY daily news outlet serving North American oil and gas producers.

- Exceeded \$9.8M sales revenue target 104% coordinating with sales and relationship management teams.
- Increased content volume and web traffic 20% using top SEO practices, producing 15-20 daily news and breaking news articles weekly along with bimonthly features.
- Ensure copy clarity and accuracy collaborating across analytical departments.

### Digital News Editor

#### Company 2—City, State

2017–2019

Report, curate, source, and produce daily breaking news stories, monthly podcasts, and monthly features for 300,000+ monthly readers, synthesizing current details and broader contexts. Supervised 3-5 freelancers for additional daily news stories. Wrote articles and created daily newsletters for XY Magazine. Spearheaded, produced, and edited monthly podcasts focused on problem solving within pension fund investments. Coordinated with internal sales, art, marketing departments.

Coordinated distribution channels through various finance companies such as Franklin Templeton Investments and Aberdeen Standard Investments. Ensure peak copy-editing accuracy in short-staffed, fast-paced newsroom leading to **65th Annual XY Award** for Best Media Brand for Overall Editorial Excellence.

- Boosted social media engagements 150%, web traffic 89% in 6 months creating digital marketing content.
- Enhanced community engagement 50% YOY across social media channels and discussion platforms.
- Increased web traffic by 40% YOY via compelling SEO-optimized news and digital content.
- Grew audience 20% spearheading CIO podcast creation. Oversaw, edited, and produced monthly on-brand podcasts averaging 1500+ monthly listeners.

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**Assistant Editor**

**Company 3—City, State**

**2016–2017**

Supported managing editor in producing, publishing, and distributing weekly newsletters. Wrote, designed, and copy-edited quarterly trade magazine and weekly blog posts. Scripted 5-8 daily SEO friendly e-commerce product descriptions for e-commerce website. Prepared layout/design for quarterly trade magazine using Adobe InDesign and Photoshop.

- Produced weekly B2B newsletter campaigns reaching 20,000+ subscribers using Constant Contact and HTML.
- Elevated online following 50% across social media platforms collaborating with social media marketing, editorial, sales, video teams.
- Raised web traffic 30% producing digital content using best SEO practices.
- Created compelling, informative, and visually appealing feature stories and e-commerce content.

**Founder/Editor-in-Chief**

**Company 4—City, State**

**2014–2019**

Established and designed music and pop-culture-focused blog/website with unique voice and daily content appealing to multiple audiences. Oversaw and managed 5-member staff and freelancers reviewing, copy editing, assigning, reporting, and publishing stories and podcasts meeting editorial standards and adhering to company brand.

- Raised annual traffic by 150% YOY and annual social media engagement 50% and promoted best SEO standard content to sustain vibrant and growing presence in digital journalism.
  - Increased readership 50% within 6 months via 5 weekly and bi-weekly podcasts serving as producer, manager, writer, editor, coordinator, and creator achieving 30,000+ total plays.
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**EDUCATION**

**BS Degree—Journalism** | School 1, City, State

**AS Degree—Journalism** | School 2, City, State

*Staff Writer for The Scepter (Student) Newspaper*

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**TECHNICAL SKILLS**

Microsoft Word | Microsoft Excel | Microsoft Office | Adobe Photoshop | Adobe InDesign  
Adobe Audition | WordPress | HTML5 | Content Management Systems (CMS) | Drupal  
Cascading Style Sheets (CSS) | Audacity | Oracle Eloqua | Constant Contact | Hootsuite | Chartbeat | Disqus  
Facebook | Final Cut Pro | Google Analytics | Google Docs | Google Trends | Chart Beat | SEO | SoundCloud  
Audio Editing | Audio Production | Podcast Editing | Podcast Production | Public Speaking

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**PROFESSIONAL ORGANIZATIONS**

Communication & Leadership | Toastmasters International, 2018–Present

New York Financial Writers' Association, 2017–2018