Jodiann Ledford

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Looking for a full-time position as a Blog Writer. Possess a passion for excellence, an exceptional work ethic, and superb time management skills.

# Work Experience

## Blog Writer

Delta Corporation

January 2018 to December 2020

Ensured that all materials aired meet NPR program standards and practices, including standards of fairness, objectivity, and balance.Supervised at least 3 direct reports, including preparing their regular performance reviews, and making effective recommendations regarding any hiring, promotion, and discipline for these positions. Produced well-researched, well-written content for digital and print.

Drew on industry best practices, current events and trends, customer needs, and company objectives to generate ideas for engaging content.

Ensured consistency of brand voice and tone.

Monitored, analyzed, and offer improvement suggestions for key performance indicators (KPIs) such as page views, time on page, and social engagement metrics.

Completed drafts/edits of content or finished projects within deadlines.

## Blog Writer

ABC Corporation

February 2013 to January 2014

# Developed and maintained a friendly, informative tone across all online consumer-facing content for both Lively and Scambook.

# Researched and developed Scambook content to educate users about popular consumer topics, culture, lifestyle, money, technology, and trending scams.

# Researched and developed Kively content to educate customers about various banking practices, credit, credit cards, identity theft, and personal banking.

# Leveraged online content to expand visibility and recognition of portfolio companies on social media platforms.

# Utilized social media analytics to effectively direct content to appropriate audiences and optimize viewership of content through company SEO practices.

# Provided customer service to premium users via answering inbound calls to navigate users through the dispute claim form process.

# Answered questions regarding resolution options provided by the Scambook platform.

# Education

## Bachelor of Arts in English

(Loyola Marymount University)

# Skills

* MicrosoftOffice
* Adobe
* Photoshop
* Attention-to-Detail.
* Blogging
* Copywriting
* Search Engine Optimization(SEO)
* WordPress
* DigitalMarketing
* ContentDevelopment
* Proofreading