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| A person writing on a book  Description automatically generated | | |  | Jennifer Reaney  **SEO and Content Specialist** |
| Experience May 2023–Present  **SEO and Content Specialist• Full-Time Remote • Lands’ End**   * Analyze data using Google Analytics, Google Search Console, Bright Edge, and Adobe Analytics to measure and interpret KPIs of marketing performance and recommend strategies to grow organic search across the board. * Work with marketing leaders, marketing consultants, and other marketing professionals to develop and execute SEO campaigns. * Increase keyword usage from 25% to 50%. * Update content to maximize optimization and search engine rankings. * Track progress on category pages and report analytics to higher management. * Research existing content performance, identify potential content ideas based on user search data and intent, and optimize existing content around target keywords. * Help management with shaping research, publishing processes, and auditing websites. * Contribute innovative ideas and consistently present new ways to further improve the SEO of our websites.   Aug 2019-Nov 2022  **Senior Content Manager & Editor• Full-Time Remote • Oasis Kratom**  With a vast knowledge of the kratom industry, I have stepped into my role as a senior content manager and editor for Oasis Kratom with ease. A content-heavy site the demand for knowledge and understanding of this industry is a must, as there are a lot of ins and outs you must be aware of. Research has been key in my role, as well as my handle on the English language and the ability to grasp my audience. There are a lot of legalities to be aware of and understand which language can and cannot be used. As a leader in this industry, I have a vast knowledge of what is needed to craft engaging content and stay within legal realms. In addition, I have a good understanding of search optimization and what is needed to help our articles rank. Oasis kratom is a well-rounded site that has offered challenges and demands for growth from me as a writer.   * Aligned copy strategy across all marketing channels. * Developed copy for client websites and blogs. * Wrote advertising copy for print and digital ads. * Collaborated with graphic designers to write and produce digital ads. With a heavy concentration on UX design. * Managed client feedback meetings * Ensured all timelines were met throughout the content production, editing, and delivery process.   May 2019-Oct 2020  Content Manager**•** Full-Time Remote **•** Titanium Success  Editing, publishing, pitching content ideas, working with clients, optimization for Seo, analytics, assigning content to team, budgeting and content planning, writing content and upgrading older content, creating SOPs, researching keywords, placing links in content, working with Seo manager to ensure optimization, holding meetings and attending meetings, heading large projects to ensure efficiency, create graphics for articles, and much more.   * Ensure client relationships thrive. * Develop long-term content strategy + SEO-driven supporting content. * Optimize website pages for proper SEO. * Analyze website information architecture. * Develop brand strategy + guidelines. * Email marketing campaigns * Link building * Social media copywriting * Managed a team of 25 writers. * Organized monthly content calendar and conducted monthly budgets. * Project management on a large site for Dr. Nazarian.   Jan 2009-Present  **Creative Freelance Writer •** Remote **•** Jennifer Reaney  For 14 years I have successfully sought out clients and maintained good standing in the content industry. Making 70k a year doesn't happen if you are not successful in what you do. I have had many long-term contracts, as well as small freelance projects. I have worked alone and searched for independent freelance jobs, as well as with agencies. I have created content that converts and helps my clients take their businesses to the next level. I have completed over 5,000 projects in the last 14 years and continue to build my skill set. Education Shawnee State University, Portsmouth, Oh  Associates – Business Information System (Graduated with honors)  Research · Windows · Online Research · C++ · Visual Basic · Cobalt · Access · Power Point · Word · Excel Writing Skills Blogging, SEO article creation, resume building, manuals, product reviews, tech guides, how-to guides, guest posts, technical writing, press release, product descriptions, policies, editing, amazon listings, website content, e-books, rewrites, copywriting, email templates, autoresponders, flyers, newsletters, newspaper articles, poetry, author, self-publishing, white papers, and infographics. Professional Skills SEO strategy, Google analytics, social media strategy, marketing, content management, copywriting, keyword research, on and off-site optimization, HTML coding, website development, content maps, data entry, product creation, managing projects, and customer service. Personal Skills A creative spirit, reliable and professional, organized, time management, team player, fast learner, and motivated. |
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|  | References **Kip G.**  [**Kipg16@gmail.com**](mailto:Kipg16@gmail.com)  **760-327-0790**  **Brett P.**  [**bgp803@gmail.com**](mailto:bgp803@gmail.com)  **845-926-2511**  **Adam Crutchfield**  [**adam.crutchfield@landsend.com**](mailto:adam.crutchfield@landsend.com)  **608-935-8089** | |  |