

Hello there!

I'm Barbara, a copywriter with over eight years of experience writing B2B and B2C content. I started my career writing product reviews and other marketing copy for Amazon affiliate websites. I've expanded my skillset over the years and helped clients in different industries to create and implement content strategies to boost their visibility across multiple digital platforms.

I incorporate SEO best practices into all my original content to improve organic search engine rankings for websites in industries such as eCommerce, Retail, Lifestyle, Manufacturing, and Technology. As a freelancer, I've mastered the art of adapting my tone, style, and delivery for different audiences. I collaborate with people from multiple continents, including directly with clients and as part of larger editorial teams, over platforms such as Trello and Asana to deliver top-notch pieces that meet their larger content goals.

I've received praise for the quality of my work, especially since my attention to detail ensures minimal to no revisions are needed. My content is well-researched, giving readers information that empowers them to make the right purchasing decisions. I can communicate with a professional audience using industry jargon or convert complex and even boring technical information into understandable and enjoyable prose for a general audience. I'm also a great multitasker, capable of delivering quality work on time across multiple time zones.

Below is a condensed version of my extensive eight-year resume and a link to my [portfolio](#) showcasing some of my published works. Take a look and feel free to reach out to me via my [email](#).

I look forward to hearing from you!

Barbara N. M.

[Email](#) • [Work Portfolio](#) • [LinkedIn Profile](#)

RELEVANT EXPERIENCE

Content Writer & Editor

June 2022 – Present

Freelancer

Work closely with clients in multiple industries to deliver high-quality short- and long-form content.

Key Accomplishments

- Work with multiple content teams as a Level 4 writer on the CrowdContent platform, writing and editing high-quality short- and long-form content for clients in various industries.
- Collaborate directly with clients from different countries and niches to produce high-quality, publication-ready weekly content using writing tones and styles tailored to each customer base.
- Frequently collaborate with content teams from different marketing agencies to implement SEO best practices in their clients' old and new content to boost SERPs rankings.
- Consistently meet publication deadlines for clients in five different time zones.

Content Strategist & Writing Team Manager

Dec. 2019 – Mar. 2022

Hariox Media Solutions

Key Achievements

Sharpened research skills and developed expertise in writing SEO content for B2B and B2B websites.

- Conducted competitor analyses and created long-term content strategies for each client to chart a path toward high search engine rankings.
- Continuously refined research and evaluation skills to select topics with high traffic potential for clients' websites.
- Used different platforms to research keywords and integrate SEO best practices into each article to drive organic traffic to clients' websites and increase earnings from ads and sales.

- Monitored analytics for multiple websites and rewrote content using the latest SEO tools to maintain high search engine rankings.

Content Writer & Editor

Aug. 2015 – Dec. 2019

Freelancer

Cold-pitched and developed solid relationships with over 30 clients across different industries, niches, and nationalities.

Key Achievements

- Created and expanded my work portfolio by writing and editing content for fashion, beauty, home & décor, parenting, sports blogs, and websites.
- Learned and mastered SEO keyword research and natural integration, delivering engaging content that encouraged organic website interactions.
- Mastered how to edit and graphically organize content for different clients' websites to ensure it was publication-ready.

SKILLS

SEO Research | Content Sourcing | Strategic Content Development | Copywriting | Blogging | Editing | Content Marketing | Time management | Team Management | Detail-oriented | Organizational skills | Communication skills | Interpersonal skills | Collaboration

AP Style | MLA Style | APA Style | Chicago Style | Harvard Style

Google Suites | Microsoft Office | Hootsuite | Asana | Trello | Zoho | Yoast | Ubersuggest | Google Analytics | Moz