

AMANDA ROGERS

Digital Content Writer & Creator

ABOUT ME

A content writer, editor, and SEO strategist with six years experience freelancing. The past two years I've helped grow a small digital marketing company through creative content creation, SEO strategies through blogs, products and social media.

EDUCATION

Cuyahoga Community College
Continuing degree in English with a minor in Marketing

EXPERIENCE

April 1st 2020–July 30th 2020

Writing Intern • Journalist • The Borgen Project

- Completed one post per week minimum 1k words to be published. My first editorial piece on Mexico's education reform was featured on The Borgen Project's front page

August 3rd 2020–August 2021

Editorial & Writing Intern • SEO Focused Content Writer • Marketing Choice Bloggers

- Created written blog content weekly based upon the client's chosen topic.
- Implemented SEO keywords in each piece. Worked with an editor to ensure each blog post was accepted by the client.

April 25st 2021–July 2021

Social Media Intern • Social Media Manager • Marketing Choice Bloggers

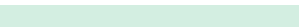
- Created two social media posts a week for Adoption Choices of New York

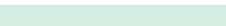
May 14th 2021–Present


Senior Content Writer • Tangent Digital Agency


- Self-edit, research, and implement SEO research in each piece for all clients. All requests for specific keywords are met and set within the optimal 2-5 percent range. Tone and voice are written depending on the client's brand and target audience.
- Create SEO content strategies in tandem with a website designer to grow organic website traffic and increase click-through rates.
- Social media posts are based upon platform trends and engagement tactics. All hashtags are thoroughly researched. Posts are timed to reach the target audience with a high engagement percentage.

SKILLS

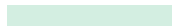
SEO Strategy 


Writing 

Editing 

SEM Rush 

Social Media Strategy 

Technical Writing 

Google Analytics 

Microsoft Word & Excel 

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