

TALIA HAZELTON, Digital Content Creator

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LINKS <https://talia hazelton.journoportfolio.com/>

PROFILE Accomplished digital marketing professional with experience in technical and SEO writing. Has written for multiple industries, and managed teams in fast-paced, collaborative environments.

EMPLOYMENT HISTORY

Sep 2021 — Present **Digital Content Creator, EZMarketing** Lancaster, PA

- Crafts engaging, unique content for blogs and service pages, adhering to SEO best practices to ensure high Google rankings for over 50 clients.
- Utilizes tools such as Semrush and Surfer SEO to pinpoint top-ranking and semantic keywords for inclusion in copy.
- Collaborates with SEO Strategists and fellow Digital Content Creators to weave pertinent keywords into fresh or revised client content.
- Executes "Improve Client Results (ICR)" initiatives to refresh and enhance older client copy.
- Develops and oversees Facebook content for clients, with posting frequencies varying from four times a month to daily.
- Employs platforms like Lumen5 and Canva for developing social media posts.

Aug 2017 — Mar 2020 **Senior Content Developer, Spices, Inc.** Elysburg, PA

- Developed, wrote, proofread, edited, and published content for the website's various content channels including new products, blogs, videos, social media posts/campaigns, email marketing campaigns, and more.
- Addressed gaps in the company's content through consumer analytics.
- Edited and polished existing content to improve readability and factual accuracy, with traffic increasing by 30% or more to any given page after optimization.
- In addition to Senior Content Developer responsibilities, worked as a member of the creative/art team, was responsible for all social media marketing, and worked to help redesign parts of the website, including a full-site blog inventory overhaul for better Google crawling.

EDUCATION

Jan 2013 — May 2016 **BA, English Literature, Bloomsburg University** Bloomsburg, PA

- Empowered by a minor in Gender Studies, which helped me develop a critical lens for understanding diverse narratives and identities.
- Enriched by global literature courses, I explored stories that transcended borders and broadened my worldview.
- A member of Sigma Tau Delta, the English Honors Fraternity, which fostered a love for language, communication, and celebrating literary excellence.

SKILLS	Effective Time Management	Experienced	Search Engine Optimization	Experienced
	Ability to Work in a Team	Experienced	Blogs	Experienced
	Customer Service	Experienced	Email Marketing	Experienced
	Communication Skills	Experienced	Social Media Marketing	Experienced
	Readability	Experienced	SEMrush (Software)	Beginner
	Canva (Software)	Experienced	Social Media	Experienced
	Microsoft Windows	Experienced	Digital Content	Experienced
	Microsoft Office	Experienced	Google Analytics	Experienced

LANGUAGES English