

## Education

University of North Carolina  
at Chapel Hill

2017-2021

B.A., Journalism and Media

B.A., Political Science

## Job Proficiencies

### Content creation

- Copy and line editing
- Fact-checking
- AP style
- Storywriting
- Brief and template creation

### Search engine optimization

- Natural keyword placement
- Google E-E-A-T
- Digital PR processes
- Graphics and UX
- SEMrush tools

### Extra skills

- WordPress
- Asana and Airtable
- Generative AI
- Writer/editor relationship

## Beyond Work

- **Student Mentor**, Cincinnati Urban Promise
- **Street Outreach Worker**, Taste of Grace Ministries
- **Founder**, Young and Social Cincy Meetup

# Stephen Kenney

Editor, writer and SEO specialist

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## Professional Experience

Editor, Home Solutions / June 2022 – Present

- Checks for **clarity, accuracy, SEO value and AP style** for 220+ commercial pieces
- **Edits digital PR stories** that attract links from publications such as The Associated Press, Nasdaq, Sports Illustrated, Yahoo Finance, CBS News and the White House
- Increases **SEO value and page quality** by reviewing 150+ on-page optimizations
- Develops innovative **user experience (UX)** approaches
- Uses **generative AI** software to produce high-quality pages
- Builds **forward-thinking strategies** for SEO and content
- **Manages interns and freelancers** for research and graphics

Content Associate, Three Ships / May 2021 – June 2022

- **Wrote 200+ articles** for leading media partners
- **Edited 150+ stories** for clarity, accuracy and style
- **Optimized 150+ pieces** for SEO-friendliness and readability
- Gained expert knowledge of **insurance, loans and finance**

## Prior Professional Experiences

- **Senior Editor**, Catalyst / May 2020 – May 2021
  - Edited 350+ stories, onboarded new writers and built an in-house style guide
- **Copy Editor**, The Daily Tar Heel / August 2019 – May 2021
  - Edited 200+ pieces, crafted headlines and wrote social media posts
- **Scriptwriter**, PBS N.C. / August 2020 – November 2021
  - Conducted a film shoot, led interviews and put together a final script