

# STEVEN BIEBER

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## ◦ DETAILS ◦

Sylvania, United States  
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## ◦ LINKS ◦

[Portfolio](#)  
[LinkedIn](#)

## ◦ SKILLS ◦

Communication Skills  
Search Engine Optimization  
Analytical Thinking  
Attention to Detail  
Persuasive Writing  
Visionary Skills  
Social Media  
Cultural Activities  
Google Analytics  
Moz  
Search Engines  
AP Stylebook  
Editing  
Journalism  
Marketing  
Media Strategy  
Time Management  
Web Pages  
Adobe  
Post-Production  
HTML  
Knowledge of Statistics  
Customer Relationship Management  
Typing Skills

## 👤 PROFILE

Dynamic and results-driven SEO Content Specialist with 5+ years of experience in enhancing digital footprints through strategic SEO and content innovation. Skilled in persuasive writing and attention to detail, with a proven track record of creating compelling content. Experienced in journalism, excelling in research, interviewing, and delivering captivating stories. Proficient in Google Analytics and Moz, with a strong understanding of E-Commerce and pricing strategies. Eager to bring innovative ideas and drive impactful results in a dynamic professional setting.

## 📁 EMPLOYMENT HISTORY

### **Content Specialist at Modern Builders Supply, Toledo**

November 2022 — Present

Enhancing online presence through strategic SEO updates • Analyzing competitor pricing for a competitive edge • Maintaining and updating pricing tools for accurate data • Creating new products tailored for E-Commerce platform • Managing product listings on various third-party marketplaces

### **Freelance Writer at Toledo Free Press, Toledo**

July 2024 — Present

- Pursued my own leads to develop interesting stories • Sourced unique leads, reflecting analytical and visionary capabilities • Authored intriguing stories, highlighting detail-oriented and persuasive writing skills • Performed extensive research to back up stories

### **Freelance Writer at Sylvania Advantage, Sylvania**

August 2020 — November 2022

- Pursued my own leads to develop interesting stories • Sourced unique leads, reflecting analytical and visionary capabilities • Authored intriguing stories, highlighting detail-oriented and persuasive writing skills • Performed extensive research to back up stories

### **SEO Analyst at US-Mattress,**

October 2021 — Present

- Problem-solved to improve SEO rankings • Innovatively used various SEO tools • Boosted company's digital presence • Boosted site traffic by optimizing content for SEO, leveraging Google Analytics and Moz insights

### **Journalist at University of Toledo,**

September 2019 — Present

- Created tightly written news stories crafted from reliable sources • Interviewed sources, contacts, and leads to gather information for stories • Performed extensive research to back up stories • Pursued my own leads and worked to meet the Monday deadline

## 🎓 EDUCATION

### **Bachelor of Arts, University of Toledo, Toledo**

August 2016 — May 2020

- Dean's List and President's List Honoree
- Graduated Magna Cum Laude
- Lambda Pi Eta Member (honor society for communication students)
- Student Ambassador for College of Arts and Letters

Creativity

◦ LANGUAGES ◦

English