

# Kayla R. Hall

## SEO Content Strategist

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SEO content strategist and AI optimization expert with 14+ years' writing experience and proven success adapting content for AI overviews, generative engines, and search. Skilled in AEO, GEO, and entity optimization across industries.

### Skills

- **Marketing Copy:** Blogs/Articles, Social Media, Email Marketing, Website Content, Press Releases
- **SEO:** Keyword Research, Meta Tags, Link Building
- **AI:** Brainstorming, Blog/Webpage Ideation, Outlining, Humanizing AI-Generated Content
- **Tools:** ChatGPT, Claude, Jasper, Quillbot, GPTZero, ZeroGPT, ClearScope, Surfer SEO, SEMrush, SpyFu, Asana, Slack, Microsoft 365, Google Suite, WordPress

### Accomplishments

- Cited by Google's AI overview for the keyword "2026 Honda Civic trim levels" (Fisher Honda)
- Achieved first-page search results for the keyword "best cargo van for small business" (GetCircuit.com)
- Increased overall ROI by 30% for Google Ads campaigns, including Shopping campaigns (Home Controls, Inc.)

### Experience

#### Freelance Writing (2011 – Present)

MAY 2011 – PRESENT (14 YEARS, 5 MONTHS)

##### Freelance Writer at Self-Employed

- Developed sitemaps, performed keyword research, and wrote SEO website content for many small businesses.
- Wrote SEO articles and blogs, landing pages, and other web content for digital marketing agencies.
- Wrote meta titles, descriptions, header tags, and other metadata for SEO content.
- Wrote legal SEO blogs for law firm clients of Digital Law Marketing.
- Proofread and wrote marketing copy for Sprokkit clients (Del Taco, CKE Restaurants, Denny's).
- Proofread new websites for Sesame Communications clients (dentists/orthodontists) before site launch.

FEB 2025 – PRESENT (8 MONTHS)

##### Freelance SEO Writer at Rank Harvest

- Performed keyword research and wrote SEO blogs for the agency's clients.
- Humanized AI-generated SEO location pages for the agency's website.

NOV 2024 – JULY 2025 (9 MONTHS)

##### Freelance SEO Writer at Inspired Marketing

- Wrote SEO blogs for technology clients and the agency's website using provided keywords.

OCT 2023 – JUNE 2024 (9 MONTHS)

##### Freelance SEO Writer at iwebcontent

- Researched and wrote SEO articles/blogs, website content, press releases, and PPC ads for the agency's clients.
- Optimized SEO content with client-provided keywords.

JUNE 2022 – DEC 2023 (1 YEAR, 7 MONTHS)

**Freelance SEO Writer** at Fractl

- Wrote SEO articles for the agency's clients, such as Upwork, College Rover, and SOCCER.com.

FEB 2022 – MAY 2023 (7 MONTHS)

**Freelance Copywriter** at Brandetize

- Wrote email newsletters, monthly social network copy, and blogs for the agency's real estate clients.

JUNE 2022 – MARCH 2023 (10 MONTHS)

**Freelance SEO Blogger** at HiLink

- Wrote SEO blogs and Facebook posts about education and technology to promote an online tutoring platform.

OCT 2020 – JAN 2023 (2 YEARS, 4 MONTHS)

**Freelance Web Content Writer** at Surefire Local

- Wrote SEO website content for new small business websites created by the agency's designers.
- Completed hundreds of website content projects for home services clients (HVAC, roofing, construction, etc.).

JAN 2015 – JULY 2017 (2 YEARS, 7 MONTHS)

**Freelance Article Writer** at Universities.com

- Wrote journalistic articles in AP style covering various college-related topics.
- Conducted interviews with university staff, industry experts, and students.

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## Home Controls (2012 – 2018)

MAR 2012 – JUL 2016 (4 YEARS, 5 MONTHS)

**Sr. Marketing Copywriter** at Home Controls, San Diego

- Hired as the first dedicated marketing copywriter and helped shape the new role.
- Managed content for three e-commerce websites and managed Google AdWords campaigns.

JULY 2016 – NOV 2016 (5 MONTHS)

**Marketing Operations Manager** at Home Controls, San Diego

- Promoted to manager of the marketing department upon the departure of the previous manager.
- Coordinated all operations within the marketing department to grow sales.

NOV 2016 – DEC 2018 (2 YEARS, 2 MONTHS)

**Freelance Copy Editor** at Home Controls, San Diego

- After going on maternity leave, edited hundreds of product descriptions written by junior copywriters.

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## Education

AUG 2008 – MAY 2011

**Bachelor of Arts (BA) Journalism** at San Diego State University (SDSU)

- Graduated Magna Cum Laude
- Minor in Rhetoric and Writing Studies