

BEN FLYNN

CONTENT WRITER / COPYWRITER 📞 +1(551)758-9187

◦ DETAILS ◦

+1(551)758-9187
benflynnwrites@gmail.com

◦ LINKS ◦

[Ben Flynn Portfolio](#)

◦ SKILLS ◦

Content Writing

Copywriting

Editing & Proofreading

Google Analytics

Google Search Console
Tools

Search Engine
Optimization -SurferSEO

Keyword Optimization

Content Management
Systems (CMS):
WordPress,Bricks

Amazon Product
Description

Email Marketing

Social Media Marketing:
Facebook, Twitter,
Instagram, and LinkedIn

UX/UI Principles

HTML/CSS Basics

Project
Management:Active
Collab, Asana

Content Calendar
Creation

Data Analysis

Multimedia Content
Creation

👤 PROFILE

Four years in, and I've scribbled my way through more projects than I can count on my fingers and toes. If you're after content that's as clear as a summer's day and as catchy as that song you can't get out of your head, you're in the right place. Wit? I've got it in spades. Dedication? It's in every word. From snappy blog posts to those tweets that pop and the occasional "serious" newsletter, I've done it all. And I'm not just about the words; I also play around with tools like Google Analytics, Semrush, Surfer SEO, and Google Search Console to make sure I'm not just writing blind and ensure that folks actually read what I write. The proof? Over 100 articles and a whopping 300,000 website views. Not too shabby, eh?

📁 EMPLOYMENT HISTORY

Lead Writer/Editor at Rider Guide, Remote Work

March 2022 — Present

My responsibilities include:

- Collaborating closely with the creative team to develop and refine each marketing campaign.
- Providing critical input and, on some occasions, crafting the complete scripts for our YouTube content.
- Creating cohesive web posts that complement and expand upon the narratives presented in our video releases.
- Generating a wealth of evergreen content, such as in-depth guides, instructional how-tos, detailed brand biographies, and comprehensive buyer's guides, all designed to inform and engage our audience.
- Seamlessly weaving call-to-action phrases into content to effectively motivate potential customers towards making purchases.
- Diligently proofreading all content to ensure accuracy and coherence before any web or video content is published.
- Maintaining and updating the company's product database with the latest reviews and insights.
- Playing a key role in crafting and refining the content for Rider Guide's email marketing campaigns.
- Managing the upload process of articles to the company website, ensuring a smooth and consistent content flow.
- Conducting thorough competitor research to stay ahead of market trends and to inform our content strategy.

Content Writer at Assertive Media, Remote Work

June 2019 — October 2023

As a content writer, I was tasked with creating unique and optimized content for my clients. The types of content I wrote for the company included blogs, articles, manuals, guidelines, marketing content, and product reviews. A typical day involved:

- Sent Request for Information (RFI) sheets to clients to gather preliminary discussion points.
- Conducted initial research on client-requested content, including topic titles, keywords, and references.
- Crafted SEO-optimized content in line with client specifications regarding tone, length, and keyword placement.
- Ensured quality by using Grammarly for spelling and grammar checks, Copyscape for originality verification, and Readable for assessing readability.
- Developed and standardized editorial style sheets and templates.

Freelance Content Writer, at Flexispot, Remote Work

June 2018 — December 2022

The following were my key roles at Flexispot:

- Researched, wrote, edited, and proofread product-related articles.

- Pitched and composed articles that aligned with departmental messages and policies.
- Drove marketing initiatives with strategic and engaging content.
- Identified content needs and gaps and suggested new topics.
- Ensured all written content adhered to copyright laws.



EDUCATION

Bachelor of Arts in Journalism, United States International University

January 2011 — June 2015

Complete Photography Course, Michigan State University

November 2023

Google Analytics Certification,

November 2023

Ultimate Web Content Writing Masterclass + Power Words eBook, Udemy, Online

January 2011 — January 2013