

CONTACT

+1 (551) 758-9187

benflynnwrites@gmail.com

Remote

LINKS

[Ben Flynn Portfolio](#)

SKILLS

- Content Writing
- Copywriting
- Editing & Proofreading
- Search Engine Optimization (SurferSEO)
- Keyword Optimization
- Google Analytics
- Google Search Console
- CMS: WordPress, Bricks
- Amazon Product Descriptions
- Email Marketing
- Social Media Marketing: Facebook, Twitter, Instagram, LinkedIn
- Content Calendar Creation
- Multimedia Content Creation
- UX / UI Principles
- HTML / CSS Basics
- Project Management: Active Collab, Asana
- Data Analysis

EDUCATION

BA, Journalism

Elon University

Jan 2011 – Jun 2015

Elements of AI

University of Helsinki

Jul 2024

Google Analytics

Certification

Nov 2025

Complete Photography

Michigan State University

Nov 2023

BEN FLYNN

Content Writer · Copywriter

PROFILE

Five years in, and I have written my way through more projects than I can count. If you are after content that is clear and engaging, you are in the right place. Wit and dedication show up in every word I write, from snappy blog posts and tweets that pop to the occasional serious newsletter.

Beyond the writing itself, I work with Google Analytics, SEMrush, SurferSEO, and Google Search Console to make sure I am not writing blind, and that the right people read what I write. The proof: over 100 articles that have generated thousands of website views.

EMPLOYMENT HISTORY

AI Training Specialist | RWS · Remote

July 2024 – March 2026

Evaluated and annotated diverse datasets to train machine learning models, with a focus on quality assurance and model improvement.

- Annotated images by identifying objects, drawing bounding boxes, and tagging visual elements for computer vision model training.
- Labeled text data for natural language processing applications, including sentiment analysis, entity recognition, and content classification.
- Transcribed and annotated audio files to improve speech recognition accuracy and voice assistant functionality.
- Tagged video content by marking timestamps, identifying actions, and tracking object movement across frames.
- Conducted quality reviews of annotated datasets to verify accuracy and adherence to project guidelines.
- Identified inconsistencies in labeled data and corrected errors to maintain high-quality training sets.
- Evaluated AI-generated outputs against human benchmarks and flagged problematic responses for model improvement.

Expert Content Writer | Market.com · Remote, On-need basis

July 2025 – Present

Published expert contributor at Market.com, a consumer product comparison platform serving millions of monthly readers across North America. Designated subject matter expert across multiple consumer product categories, responsible for scoring system development, technical content, and consumer-facing buyer's guide content.

- Published content across product categories, all live and indexed on market.com/expert/ben-flynn.
- Collaborated directly with the Head of Content and Content Manager to align deliverables with platform standards, scoring methodology, and editorial guidelines.

- Maintained consistent quality across high-volume output with tight turnaround schedules, producing scoring systems and buyer's guides in tandem per subcategory.
- Produced primary category buyer's guides averaging 4,000 to 5,000 words each, supported by multiple subcategory guides per category covering distinct consumer segments and use cases.
- Authored supporting articles covering product types, head-to-head comparisons, accessory selection, and purchase decision frameworks alongside the core buyer's guides.
- Optimized all published content for organic search, contributing to indexing across high-intent, bottom-of-funnel queries at scale.
- Applied a technical scoring framework grounded in real-world testing philosophy and consumer-focused analysis to ensure recommendations reflect genuine performance over marketing claims.
- Developed comprehensive product scoring systems across assigned categories, identifying and weighting up to 50 technical features and specifications organized into quality-scoring, preference-filtering, and informational tiers.

Content Writer | Assertive Media · *Remote, On-need basis*

March 2021 – Present

Create unique and optimized content for agency clients, including blogs, articles, manuals, guidelines, marketing content, and product reviews.

- Collaborate with account managers to understand client objectives and brand guidelines.
- Manage multiple client projects simultaneously with varying timelines and requirements.
- Develop comprehensive content strategies aligned with each client's business goals.
- Conduct client discovery interactions to gather information and establish content direction.
- Produce SEO-driven blog posts, landing pages, technical white papers, advertorials, and email flows for 5+ agency clients across SaaS, crypto, e-commerce, wellness, and B2B tech.
- Adapt writing style and tone to match each client's brand voice.
- Conduct in-depth competitor analysis to identify content gaps and opportunities.
- Optimize existing content to improve search rankings and engagement metrics.
- Track content performance and provide recommendations.
- Maintain and organize content calendars across multiple client accounts.
- Ensure quality using Grammarly for spelling and grammar checks, Copyscape for originality verification, and Readable for assessing readability.

Lead Writer / Editor | Rider Guide · *Remote*

March 2022 – March 2025

Key responsibilities included:

- Collaborated closely with the creative team to develop and refine each marketing campaign.

- Provided critical input and, on some occasions, wrote complete scripts for YouTube content.
- Created cohesive web posts that complemented and expanded on the narratives presented in video releases.
- Generated evergreen content including in-depth guides, instructional how-tos, brand biographies, and comprehensive buyer's guides.
- Wove call-to-action phrases into content to motivate potential customers toward purchases.
- Proofread all content to ensure accuracy and coherence before web or video publication.
- Maintained and updated the company's product database with the latest reviews and insights.
- Played a key role in writing and refining content for Rider Guide's email marketing campaigns.
- Managed the upload process of articles to the company website, ensuring smooth and consistent content flow.
- Conducted thorough competitor research to stay ahead of market trends and inform the content strategy.

Freelance Content Writer | Flexispot · *Remote*

June 2019 – December 2022

Key responsibilities at Flexispot included:

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