



AMANDA REBUCK

Content Writer

CONTACT

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EDUCATION

Philadelphia University

B.S. Professional Communication
2013-2015

Saint Joseph's University

M.A. Writing Studies
2016 - 2018

SKILLS

- Website Content Strategy
- SEO Content Creation
- Digital Marketing
- Brand Storytelling
- Copywriting & Editing
- AI Prompt Engineering

TOOLS

- WordPress
- ChatGPT
- Canva
- Yoast SEO
- Google Workspace

ABOUT ME

I'm a versatile content writer with a talent for turning ideas into compelling, audience-focused narratives. As an Air Force veteran, I bring a unique blend of discipline, creativity, and strategy to crafting SEO-optimized content, engaging copy, and impactful campaigns.

EXPERIENCE

Content Director

2023 – Present

"Say CHEESE and LIFT!" Studio

- Developed and honed personal training studio's distinctive brand voice, ensuring consistency and resonance across all digital content
- Overhauled the studio's website, crafting engaging, SEO-optimized copy that improved user experience, reduced bounce rates by 20%, and increased lead conversions by 25%

Content Consultant

2022 - 2023

Intention.ly

- Delivered impactful FinTech content to support strategic marketing initiatives, contributing to a 20% growth in client engagement metrics and driving a 10% increase in newsletter open rates

Freelance Content Writer

2021-2023

CollegeAdvisor.com

- Authored highly optimized, long-form content adhering to provided H2s, linking strategies, and keyword density standards

Expanded work history available upon request.

PORTFOLIO

ajrebuck.journoportfolio.com

Explore a curated collection of my writing across various industries, showcasing SEO-optimized content, creative storytelling, and strategic messaging.