



MAGGIE KNIGHT

WRITER
LINE EDITOR - FICTION
DIGITAL MARKETER - SEO

CONTACT

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CONNECT

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PROFILE

Freelance author, writer and editor working on helping you and your business find your best voice. If you're looking for a creative partner who will sweat the small stuff so you don't have to, here I am.

EXPERIENCE

SENIOR ANALYST, SEO

REPRISE MEDIA - IPG MEDIABRANDS | JUL 2017 - JAN 2019

- Oversaw content optimization portion of site redesign project for Nationwide Insurance
- Optimize blog posts, press releases, and other web pages for improved search engine performance

DIGITAL CONTENT SPECIALIST

THE SHIPYARD, INC. | NOV 2015 - JUN 2017

- Developed localized social media content and web copy, including ad landing pages, for Nationwide Insurance agents
- Created and maintained custom social media posts and an internal social calendar and evergreen post library

OHIO 4-H PROGRAM ASSISTANT

THE OHIO STATE UNIVERSITY | JUL 2014 - JUL 2015

- Production team lead: edited and developed content from SMEs on a variety of STEM related topics
- Wrote and/or revised 10+ project books

EDUCATION

BACHELOR OF ARTS, MAJOR IN ENGLISH

MINOR: COMMUNITY OUTREACH

THE OHIO STATE UNIVERSITY | 2009 - 2013

CUM LAUDE WITH HONORS DISTINCTION

SKILLS & SYSTEMS

- Copywriting/Editing
- Organic social media strategy
- SEM and SEO keyword strategy
- Google Search Console
- BrightEdge
- Analytics & AdWords Certified
- Instagram for Business
- Hootsuite, Salesforce
- MailChimp/Constant Contact
- CMS: Wordpress, Drupal

AWARDS & RECOGNITION

SEARCH ENGINE LAND - TEAM LANDY NOMINATION

BEST OVERALL SEO INITIATIVE - ENTERPRISE

REPRISE MEDIA FOR A FORTUNE 100 INSURANCE COMPANY

JOINT COUNCIL OF EXTENSION PROFESSIONALS

NATIONAL PEER REVIEW

- EXPLORE THE OUTDOORS MAR 2015

- MY FAVORITE THINGS DEC 2014