




Danielle Letenyei

Professional Content Writer

Personal Info

 dletenyei@icloud.com

 608.438.6996

Education

- **B. S. in Journalism**
California Polytechnic
University
- **Content Writing
Certification**
HubSpot Academy
2020
- **Creative Copywriting
Certification**
Udemy
2020

Skills

Writing

Editing

Research

SEO Content

Content Strategy

Press Releases

Social Media

Interviewing

Case Studies

Summary

Dynamic and versatile content writer with experience crafting compelling, SEO-optimized content across various industries. Adept at transforming complex subjects into engaging, accessible narratives for diverse audiences.

Work Experience

Freelance Content Writer

January 2021 - Present

- Developed high-quality SEO-optimized content for webpages, landing pages, blog posts, and product descriptions for a variety of clients.
- Wrote SEO-optimized content on topics such as personal finance, investing, insurance, banking, and real estate, as well as healthcare, environmental and sustainability issues, travel, and pets.
- Researched topics and conducted interviews with subject-matter experts to create content for industry websites and publications.

Content Manager, Rock County Five for Women Magazine

January 2017 - November 2018

- Responsibilities included writing and editing content, assigning freelance writers and photographers, collaborating with the graphics team, promoting the magazine through social media, managing the sales staff, and developing new revenue opportunities.

Reporter, The Janesville Gazette

2002 - 2005

- Worked as a full-time general assignment reporter covering various topics such as news, business, education, healthcare, and lifestyle.

Newspaper Publisher and Owner, The Evansville Citizen

1998 - 2001

- Founded and operated a weekly small-town newspaper.
- Responsibilities included writing, editing, designing the paper, managing a three-person staff, making editorial decisions, and interviewing subject experts.