



Bethany Heslehurst

CONTENT WRITER & STRATEGIST

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Hi! I am a professional SEO Content Writer and Strategist with plentiful experience both in-house and with agency. I am efficient in writing for a wide variety of styles and tones, having managed a vast client list in the past. Currently, I am looking for a way to progress in my career in a thriving digital marketing environment and take my skills to the next level.

PROFESSIONAL SKILLS

Creative Content Writer
Search Engine Optimisation
Copywriting
Content Strategy
Keyword Research
Content Audits
Competitor Analysis
Brand & Customer Personas
Script Writing
Reporting
Time management
Remote Working
Team & Individual Working
Working to Deadlines

PERSONAL INTERESTS

READING
WRITING FICTION
WALKING
KEEPING UP WITH SOCIAL MEDIA & WHAT'S TRENDING
SPENDING TIME WITH FRIENDS & FAMILY

CONNECT ON LINKEDIN

<https://www.linkedin.com/in/bethany-heslehurst-224b70128>

REFERENCES

Available upon request.

WORK EXPERIENCE

CONTENT STRATEGIST

Breakout Media | Apr 22 - Present

The role involves:

- Writing a range of blog posts from factual to inspirational
- Putting together in-depth and detailed thought pieces
- Writing for a range of clients (B2B & B2C)
- Content strategy creation
- Content writing for e-commerce and service pages
- Competitor analysis
- Content audits and gap analysis
- Writing & Optimising Metadata
- Targeting SERPs
- Liasing and presenting to a broad range of clients

SEO CONTENT WRITER

Visualsoft | Nov 2019 - Apr 22

The role involves:

- Keyword research
- Creating engaging, SEO optimised content for landing and CMS pages
- Blog writing
- Content strategy creation
- Producing and monitoring content schedules
- Content audits and gap analysis
- Competitor research
- Putting together brand and customer personas
- Reporting
- Writing Metadata
- Targeting SERPs
- Using platforms such as Google Analytics, Screaming Frog and Ahrefs

EDUCATION

BA (HONS) MULTIMEDIA JOURNALISM PROFESSIONAL PRACTICE

Teesside University | 2015 - 2018

First Class Honours