

JENNIFER JONES

PROFILE

SEO content writer and marketing specialist with over five years of professional content marketing, copywriting, and blog writing experience, two years of content managing experience, and over three years running a content-writing business.

EXPERIENCE

Copywriter, Marketify — July 2024—Present

Developed copy for Google Ads, landing pages, and social media campaigns across B2C and B2B sectors, contributing to improved click-through and conversion rates. Ensured consistency with brand voice and strategic messaging.

SEO Content Marketer, 714Web — May 2022—Present

Responsible for creating SEO-optimized content for clients' websites, YouTube channels, and Google Business Profiles. Through Local SEO, keyword targeting, and a content clustering strategy, clients have improved their search engine rankings and attracted new leads.

Project Manager, Take The Stairs — May 2022—Oct. 2022

Managed a small team of writers, graphic designers, and marketers to ensure deadlines were met and deliverables matched client preferences. Also prepared invoices and briefs detailing the scope of work and costs for each client.

SEO Content Writer, Decentral Publishing — Oct. 2021—Apr. 2022

Produced SEO-optimized content and video content for website and social media pages. Also responsible for staying on top of the latest digital asset and financial trends and regularly pitched my own content ideas to the team manager.

Content Manager, Handy Realty — Sept. 2020—Nov. 2021

Created and published content on website, YouTube channel, podcast, email list, and social media pages. Maintained content schedule and calendar, and managed a small team of writers and video editors to ensure high-quality content was delivered on time. Also ensured CRM database was properly updated with new leads.

EDUCATION University of Washington, Seattle, Washington — B.A. in English, 2018

SKILLS

Time Management - Interpersonal Communication - On-Page SEO - Copywriting - Content Marketing - Social Media - Content Management - Blog Writing - Data Entry