

DAN AVERY

(917) 915-0041 • danavery500@gmail.com

danavery.journoportfolio.com • linkedin.com/in/dan-avery-1bb7946

PERSONAL SUMMARY

Content strategist with 10+ years of experience driving organic traffic, audience growth and monetized conversions. Skilled in commercial content creation, competitive analysis and cross-functional collaboration. Experienced in leveraging high-performing content with SEO, AEO and emerging AI search strategies.

PROFESSIONAL EXPERIENCE

CNBC Select | Personal Finance Editor 2023-Present

- Edit and write conversion-driven guides, reviews, newsletters and articles on personal finance topics including mortgages, banking and insurance.
- Develop structured content, answer-focused sections and FAQs designed to improve visibility in search results and AI-generated responses.
- Conduct keyword research and competitive analysis to identify content opportunities and support organic search growth
- Partner with editorial, product, legal and sales teams to ensure revenue-driving content aligns with audience needs, compliance requirements and business objectives.
- Collaborated on technical and on-page SEO audits to improve organic search visibility and AI discoverability, including internal linking, broken-link remediation, URL structure analysis and content optimization.
- Produced sponsored content campaigns for partners including QuickBooks, ZipRecruiter and New York Life Insurance, coordinating with marketing, communications, legal and agency stakeholders.

CNET | Staff Writer 2021-2023

- Reported and produced SEO-focused health, money and consumer content for CNET How To and Thought Leadership teams.
- Consistently generated top-performing content, with stories syndicated by Apple News and surfaced through Google Discover.
- Helped shape content refresh initiatives to improve search rankings, audience engagement and conversion rates.

NEW YORK POST | Digital Editor 2019-2020

- Curated NYPost.com homepage and managed content across site verticals.
- Edited and approved copy, headlines, photos, videos and page layouts.
- Monitored audience analytics, search trends and SEO performance data to optimize headlines, content placement and traffic growth.

NEWSWEEK | Editor 2018–2019

- Assigned and edited 16+ daily stories for a digital platform with 42M+ monthly unique visitors.
- Streamlined editorial workflows in a high-volume publishing environment.
- Led sponsored content campaigns for global brands including TAG Heuer and Ricoh, collaborating with public relations teams, brand stakeholders and editorial partners to develop and execute high-impact content initiatives.

LOGO TV (MTV/VIACOM) | Editor 2013–2018

- Assigned, edited and wrote digital content for MTV's LGBTQ-focused editorial platform.
- Maintained editorial quality and compliance with MTV News standards.
- Led editorial strategy around major cultural events and the 2016 presidential election.
- Produced newsletters and social media content, including YouTube video with 1M+ views

EDUCATION

New York University: Master of Arts in Journalism

University of Maryland, College Park: Bachelor of Arts in English

SKILLS

- SEO, AEO and GEO content optimization
- SEMrush, Ahrefs, Google Search Console and Google Analytics
- Keyword research and content gap analysis
- SERP and competitor analysis
- Internal linking and content refresh strategies
- Content strategy and editorial planning
- Commercial content development
- Media relations and editorial partnership development
- AP style and editorial standards