

CORINNE TYNAN

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Professional Experience

Forbes Home

Contributing Editor

Jersey City, New Jersey

January 2022 – Present

- Collaborates closely with the Forbes Home editorial team to expand and implement content best practices.
- Reviews existing articles to correct grammar, formatting, or contextual issues.
- Ensures existing articles include up-to-date information and implement SEO best practices.

Bed Bath and Beyond Inc.

SEO Editor

Union, New Jersey

March 2021 – July 2023

- Managed and edited all SEO content created for Bed Bath & Beyond and buybuy BABY digital properties.
- Developed an SEO content strategy to improve organic search rankings, increase website traffic, and expand online visibility.
- Implemented data-driven insights to optimize SEO content to enhance page's performance and engagement rates.
- Used working knowledge of correct interlinking structure to gain SEO equity for related pages.
- Assisted in the creation of blog posts and maintained the blog content calendar.
- Utilized SEO tools such as Google Trends, Google Search Console, Screaming Frog, and SEMRush to perform keyword research, identify content gaps, and perform competitive analysis.

SEO Copywriter

November 2018 – February 2021

- Created compelling, clear, and sophisticated SEO content such as meta title, meta description, and SEO footer copy for Bed Bath & Beyond and buybuy BABY digital properties.
- Researched keyword opportunities using SEM Rush to implement within meta-tags and SEO content.
- Collaborated with Ecommerce partners to ensure that SEO content is continuously uploaded.

Ecommerce Copywriter

September 2013 – October 2018

- Crafted pitch-perfect product copy for Bed Bath & Beyond and buybuy BABY digital properties.
- Modified existing web product copy to support change requests from merchant and customer service teams.
- Served as a Subject Matter Expert for bedding categories.
- Assisted in the creation and deployment of the content management system.
- Conducted content management system (CMS) training for new employees within copy department.

Seventeen Magazine, Hearst Magazines

Web Editorial Intern

New York, New York

December 2012 – January 2013

- Wrote, edited, and formatted digital-specific content for entertainment/beauty blog site.

GlobalGrind.com

Editorial Intern

New York, New York

June 2012 – July 2012

- Wrote, edited, and formatted entertainment stories to publish on the website.

J-14 Magazine, Bauer Publishing

Editorial Intern

Englewood Cliffs, New Jersey

January 2012 – May 2012

- Wrote creative stories such as "Embarrassing Moments" and the horoscope section for the magazine.

Education

Rutgers University

Bachelor of Arts in Journalism & Media Studies, Minor in Digital Communication & Information

New Brunswick, New Jersey

May 2018

Skills & Expertise

- Expertise in SEO best practices.
- Proficient in keyword research tools: SEM Rush, Screaming Frog, Conductor, AHrefs, Google Search Console, and Google Trends
- Basic knowledge of HTML and Microsoft Office (Word, Excel, and PowerPoint)