

# CHARITY AMANCIO

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## Summary

SEO CONTENT STRATEGIST | EDITOR | WRITER

As an experienced SEO Content Strategist, I have a proven track record in developing and executing effective content strategies across diverse channels. I excel at crafting high-quality written, visual, and audio content that engages target audiences and achieves business objectives. My expertise encompasses content management, analysis, and on-page and off-page SEO, utilizing industry-standard tools and software.

## Skills

B2B & B2C Writing

SEO Strategy

Content Editing

CMS Management

People Management

## Education

**Notre Dame University BS Biology**

2012

## Experience

**Bloomfire**

**SEO Content Specialist**

Oct 2024 - Present | Austin, Texas

- Pioneer and manage a dynamic, SEO-forward content calendar that proactively identifies opportunities and aligns with overarching marketing objectives
- Champion data-driven growth by meticulously monitoring and reporting on key SEO metrics (e.g., AIOs, organic traffic, keyword rankings, conversion rates) to strategize and capitalize on performance wins
- Elevate content impact by expertly creating or collaborating on essential content supplements, including bespoke graphics, insightful data tables, and high-converting calls-to-action (CTAs)
- Conduct in-depth keyword research and competitor analysis to uncover untapped opportunities and inform robust content strategies
- Optimize existing content for enhanced search visibility and user engagement, ensuring sustained performance and relevance

**Fiverr Business**

**SEO Strategist & Content Writer**

Feb 2021 - Oct 2024

- Drive organic growth and boost online visibility by implementing advanced Search Engine Optimization (SEO) tactics within content strategies
- Craft engaging and high-performing content across diverse formats, including blog posts, website copy, eBooks, and more, tailored to captivate target audiences
- Develop and manage comprehensive content calendars, meticulously tracking content performance analytics to inform continuous optimization and achieve measurable results
- Provide seamless content localization and cultural adaptation services, ensuring content resonates effectively with diverse global audiences and markets

## **Technology Advice**

### **Content Producer**

Oct 2023 - Apr 2024 | Nashville, Texas

- Develop and execute comprehensive content strategies tailored for the sales topic team, ensuring alignment with overarching business objectives
- Analyze content performance meticulously, focusing on page engagement, revenue generation, and the effectiveness of supplementary content
- Craft compelling email newsletter content designed to engage subscribers and drive desired actions, with continuous monitoring of performance to optimize outreach
- Provide expert-level review and editing of articles, ensuring adherence to SEO best practices, integration of revenue-driving strategies, and meticulous oversight of all content elements for quality and impact

## **Technology Advice & Marc Waring Ventures Content Editor & Team Manager**

Mar 2022 - Oct 2023 | Nashville, Texas

- Elevate content quality by carefully editing articles to company standards, delivering high-intent content, and providing readers with optimal information
- Guide and mentor staff writers, ensuring timely project completion and fostering a collaborative, productive environment
- Implement performance evaluations and develop targeted improvement plans to enhance team capabilities and output
- Streamline the hiring process by conducting initial applicant screenings and comprehensively training new writing talent
- Analyzes content performance data to identify trends, optimize strategies, and drive continuous improvement

## **Simply Search**

### **Content Writer (In-house)**

Feb 2020 – Feb 2021 | Sanford, Florida

- Provide a comprehensive range of content types tailored to the unique needs and objectives of US-based clientele
- Lead the development of robust content strategies through in-depth research, detailed outlines, and compelling proposals to optimize content management workflows
- Onboard and develop new writers, ensuring consistent quality and adherence to best practices

## **Essay Shark**

### **Writer & Researcher**

Jan 2017 - Feb 2021

- Craft high-caliber academic papers, including rigorous research papers, insightful essays, and detailed case studies, demonstrating a deep understanding of complex subjects
- Execute exhaustive research and fact-checking processes to guarantee the accuracy and credibility of all content produced

## **Certifications**

- Sales Foundations
- SEO Course Certification
- Sales Software Certification
- Lead Generation Accelerator